OFFICE EQUIPMENT *Digest*

A GEYER PUBLICATION

Edited for

PURCHASING AGENTS CONTROLLERS AND OFFICE MANAGERS

MAY
1942

Thousands of stationery buyers are learning to

DEPEND ON Justrite PRODUCTS

Buyers of stationery products all over the United States are specifying Justrite products these days. They've learned from long experience that Justrite products meet their standards—that Justrite products are completely dependable.

This reputation has taken decades to build—but it has been worth the time and money and effort. It means repeat customers; it insures utmost satisfaction.

You can cash in on this well deserved reputation by stocking all Justrite products. You'll learn what thousands now know . . . that if it's a Justrite you can depend upon it always.

MARKING DEVICES

INKS

INDEX TABS

SHEET PROTECTORS

and other products the stationers sell

Justrite STATIONERY PRODUCTS

THE LOUIS MELIND COMPANY
NEW YORK CHICAGO SAN FRANCISCO
★

To answer this advertisement use QUICKMAIL COUPON 241

Dependable

- IN AVAILABILITY
- IN PERFORMANCE

Silk Gauze

IT is particularly important NOW to buy a uniform, dependable, long-wearing carbon to save paper, chemicals, labor, time, money.

Less expensive in the long run, Silk Gauze is a BETTER carbon. Note these outstanding advantages:

1. *Especially resistant to curl.*
2. *"Quick Extraction" feature with opposite corners of the half inch longer carbon sheets clipped off, makes removing sheets easy, gives longer wear.*
3. *Each sheet* branded by name.
4. *Each sheet branded by weight and writing strength, indicating what it is for—what it will do.*
5. *All carbon paper requirements covered. Made in three weights—five writing strengths in each weight.*
6. *Made of tough, resilient paper—a guarantee against flaking—an assurance of long wear.*
7. *Widely adaptable. Produces beautiful, crisp, clear carbon copies on any kind of typewriter.*

For a real money's worth in economy, dependability and performance, ask your dealer for Silk Gauze, or contact the Columbia office nearest you!

COLUMBIA RIBBON & CARBON MANUFACTURING COMPANY, INC.
Main Office and Factory—Glen Cove, L. I., N. Y.

Branches

58-64 West 40th Street, New York City
204 Dwight Building, Kansas City, Mo.
327 South La Salle Street, Chicago, Ill.
155 West Congress Street, Detroit, Mich.
227 East Michigan Street, Milwaukee, Wis.
200 Plymouth Building, Minneapolis Minn.
107 Union Street, Nashville, Tenn.
1508 Fox Building, Philadelphia, Penna.
208 Standard Life Building, Pittsburgh Penna.
205 East 6th Street, Cincinnati, Ohio (Harris-Moers Company)

Also—London, England; Sydney, Australia

COLUMBIA TYPEWRITER RIBBONS AND CARBON PAPERS

PROTECTING PAST AND PRESENT—

For the Future!

Ethocel Sheeting . . . KEEPS PHOTOGRAPHS CLEAN AND NEW!

MOST PEOPLE regard photographs of family and friends among their cherished possessions. To help keep photographs clean and new-appearing, the Trussell Manufacturing Company of Poughkeepsie, New York, produced the attractive loose leaf album illustrated above. With this modern album it is no longer necessary to paste photographs in big black books, only to see them break loose and become lost. Instead, each picture, with its negative and extra prints, is protected from dirt and damage in clear, transparent envelopes made of ETHOCEL* SHEETING. Photographs can be catalogued simply and easily, always kept in the same "new" condition.

ETHOCEL SHEETING is also used extensively in all types of protectors for important factory and office orders. It is specified wherever durability and tough service are essential requirements, for it is not adversely affected by change in climatic conditions, will not warp or crack and will not become brittle with age. For complete information, write to the Plastics Sales Division today.

*Trade Mark Reg. U. S. Pat. Off.

DOW

THE DOW CHEMICAL COMPANY, MIDLAND, MICHIGAN

New York · St. Louis · Chicago · San Francisco · Los Angeles · Seattle · Houston

RUBBER
OR NO
RUBBER

Craft erasers have this problem solved!

THERE are no priorities on CRAFT erasers because they contain no rubber! They're plentiful as May flowers. You can get an uninterrupted supply from your stationer. What's more, CRAFT erasers actually improve with use. Containing no harsh abrasives they will not mar the most fragile paper. They remove marks, smudges and pencil lines without tearing, scuffing or crinkling the paper. The corners are useful in erasing small details, too. These features, and more, make CRAFT a *must* for artists, draftsmen and office workers. Performance is what counts. Write your stationer for quotations now.

•

Use QUICKMAIL COUPON 44

Pencil Sales Department 53-J5

JOSEPH DIXON CRUCIBLE COMPANY

Jersey City • New Jersey

PAST — PRESENT — FUTURE

THROUGH all our wars and national crises, the basic principles of business success have remained encouragingly constant. Manufacturing success has hinged consistently upon ability to produce worthy goods, plus an economical and efficient distribution plan, plus 100% sympathetic co-operation with wholesalers and retailers. Details might be altered to fit temporary conditions, but the grand strategy has remained the same. Mittag & Volger's case history beautifully proves this point. The "ancient" page advertisement from one of Geyer's earliest issues differs from our modern ads physically, but not essentially. Observe the pride-in-workmanship, the "reasons why" dealers should push "M.&V.", the WILL TO SERVE shining brightly through! This is how it has always been, is today and always will be with us.

GEYER'S STATIONER.

10

"We lead, others follow."

The "M. & V." Round Box Typewriter Ribbons

placed on the market six years ago, are found to-day with the largest and most progressive Stationers and Typewriter Dealers. They are in constant use in several of the U. S. Departments, having been tested with the most satisfactory results. We supply through our dealers and agents over fifty of the largest Railroads, and as a matter of fact you can find them in nearly every country on the Globe.

THIS SPEAKS FOR ITSELF.

The same statement we will fully prove of our superior line of

CARBON PAPERS.

Give them all a fair trial and you will save money

We manufacture the following Standard Grades at *Reasonable* prices:

"M. & M." Typewriter Carbon Papers.
"Progress" Typewriter Carbon Papers.
Manifolding Carbon Papers.
Over hundred different grades of Carbons for Railroad use.
Transfer Carbon Papers.
Duplicate and Hektograph Carbons.

"M. & V." Round Box Typewriter Ribbons.
Stamp Ribbons in all colors and sizes.
Metal Stamp Ink for Numbering Machines.
"Alpha" Odorless Oil, acknowledged the finest Typewriter Oil in the World.
"Progress" Typewriter Oil, a good reliable quality.
"Omega" Cleaning Oil.

Our Carbon Papers are made according to their purposes by hand or machine.

MITTAG & VOLGER,

Sole Manufacturers.

MAIN OFFICE: Park Ridge, N. J.

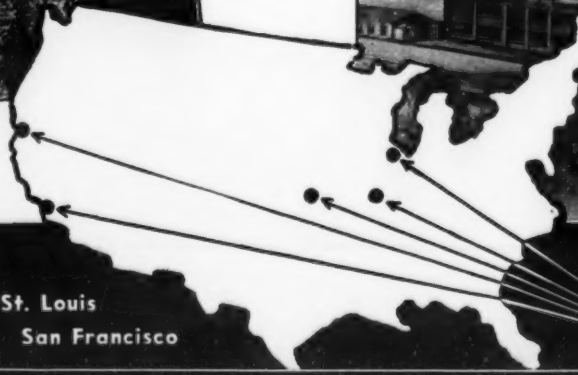
Chicago, Ill. The Miller & Carter Co., 100 La Salle St.
New York City 31 Cortland St.
San Francisco, Cal. Leo S. Alexander & Bro., 320 Sansome St.

An old print of the original "M.&V." plant . . .

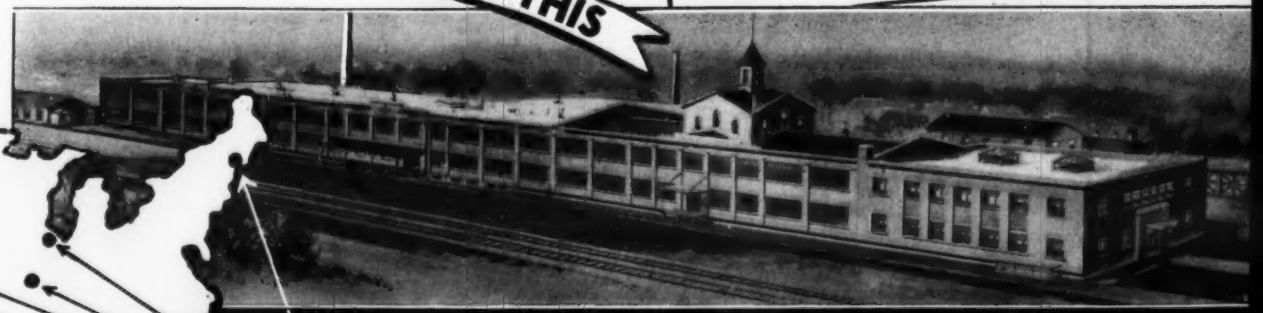
FROM THIS

IN A SINGLE LIFETIME

TO THIS



Chicago Boston St. Louis
Kansas City Los Angeles San Francisco



SIX CONVENIENT BRANCHES TO SERVE YOU

MITTAG & VOLGER, Inc

Typewriter Ribbons and Carbon Papers

Park Ridge . New Jersey

PERENNIALLY FAVORED PRODUCTS OF HIGGINS MANUFACTURE

INTERNATIONALLY AVAILABLE—ALWAYS UNIFORM AND DEPENDABLE

HIGGINS
AMERICAN DRAWING INKS

BLACKS
American India Inks

WATERPROOF
For Working Drawings and General Use

SOLUBLE
For Fine Line Work and Washes

COLORS
Waterproof-Translucent

YELLOW • ORANGE • RED ORANGE (Vermilion)
RED (Scarlet) • CARMINE RED • RED VIOLET • VIOLET (Purple) • BLUE
TURQUOISE • GREEN • LEAF GREEN • NEUTRAL TINT
BRICK RED • RUSSET • BROWN • INDIGO

WHITE
Waterproof-Opaque

AMERICAN INDIA INKS (Blacks). Waterproof Black drawing Ink is insoluble in cold water when dry, and suited to all drawing with pen or brush on paper as well as Bristol board or tracing cloth which has to withstand handling, moisture, immersion in water, color washes, naphtha or carbon tetrachloride. We do not guarantee it against laundering. The Soluble Black Ink is soluble in cold water when dry. It is particularly adapted to washes and extra-fine line work. As it is insoluble in alcohol, fixatif may be applied over it. It will not withstand moisture or severe handling unless so protected.

WATERPROOF COLORED INKS Higgins Waterproof Colored Drawing Inks are obtainable in 8 Balanced Spectrum Hues, 2 Brilliants, Carmine Red — 4 Shades, Neutral Tint and White.

All of the colors may be used for line or wash work. They are not limited to mechanical or artistic drawing and will be found superior for use in the air-brush. They are finer, smoother and more brilliant than tube water colors, which they resemble in use. They are far more convenient to use and less affected by light than any other liquid colors.

All colors are translucent with the exception of White, which is opaque, and Carmine Red, which contains genuine cochineal. White will be found useful for marking or drawing on blue, black or brown prints and for mixing with the colors for tints or to render them opaque. It is guaranteed against caking, hardening or coagulation while in the bottle. Both Carmine Red and White should be shaken well before using.

HIGGINS ENGROSSING INK

A dense, black, indestructible ink, fully resistant to water when dry. Widely specified for fancy penmanship, pen lettering, music writing and engrossing manuscripts. Especially useful for marking garments to be dry-cleaned but not satisfactory as a laundry-marking ink. When used in fountain pens, keep pen capped when not in use.

HIGGINS ETERNAL BLACK WRITING INK

A true carbon ink, with an international reputation for excellence, which flows black from the pen and eternally remains so; forever proof to age, air, sunshine, fire, flood and chemical eradicators. Its use for correspondence produces the utmost in dignified appearance. Widely adopted for public records and the American standard for penmanship classes, Higgins Eternal is excellent for use in fountain pens or dip pens. Additional Higgins Writing Inks are Blue-Black and a complete range of colors.

HIGGINS DRAWING BOARD PASTE

An adhesive of great strength especially prepared for mounting paper on the drawing board. To make a "stretch," apply evenly to the under margin or edge of the board for about one-inch wide all around, after which press the previously moistened paper down firmly thereon and lay aside to dry. Color washes may then be applied without wrinkling the paper. Higgins Drawing Board Paste is also very useful for repairing and labeling books, mounting textile samples and all similar work requiring a quick-acting and powerful adhesive.

HIGGINS PHOTO PASTE

A superior, snow-white paste which spreads with exceptional smoothness and is as pure and sweet as cold cream. Especially suited to mounting photographs and prints, Higgins Photo Paste cannot injure the finest papers. It contains less water and more solid adhesive matter than other types of paste and is perfect for studio use.

HIGGINS VEGETABLE GLUE

A dense, strong, glue-like paste superbly efficient in sticking paper or cloth together or to wood, glass, metal or leather. Valuable in many lines of manufacturing paper, cloth, felt and leather novelties. Practically a necessity in schools teaching industrial and vocational arts and crafts. Put up in lacquered tin cans for economy. Not warranted against discoloring paper.

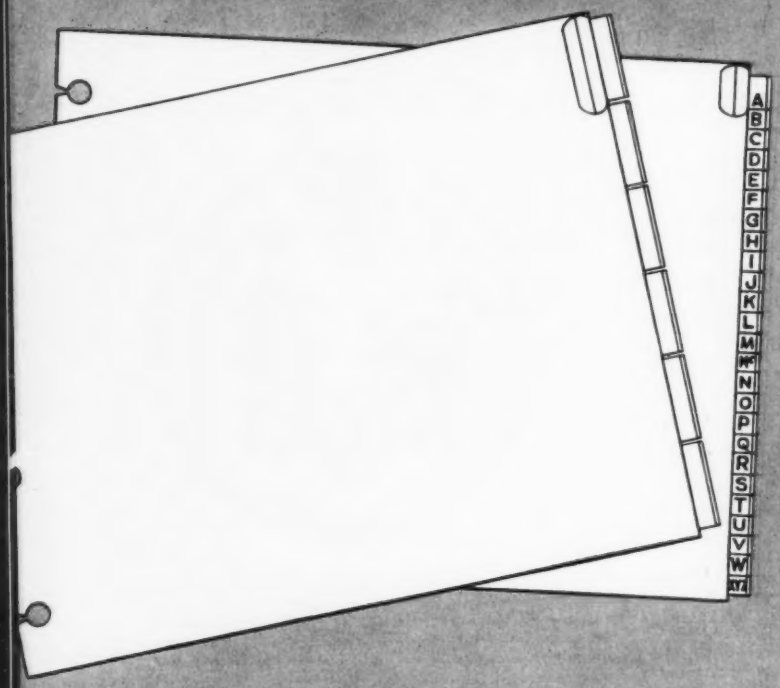
HIGGINS OFFICE PASTE

A fragrant, semi-liquid, white paste which never darkens. It spreads easily, catches firmly and dries fast. The desk bottles can be tipped without spilling the contents. Yet, by stirring the paste, it pours easily from large containers into desk bottles.

Use QUICKMAIL COUPON No. 42

HIGGINS *INK CO., INC. • BROOKLYN, N. Y.*

VICTOR meets Restriction...



NEW

A new member of a famous family, MAK-UR-OWN TABBED INDEX SHEETS in sizes for post binders, ring books, loose leaf visible. Tabbed with Mak-ur-own celluloid Shield Tabs, blank or printed A-Z. Unique packing. Write for illustrated Price List.

NEW

and timely impetus added to sales of MAK-UR-OWN INDEX TABS by comprehensive advertising campaign now running in leading consumer magazines. This ad will appear in Time, News Week, Fortune, American Business, School Executive, Journal of Accountancy, Banking, Nations Business . . . look for it. Every ad tells the consumer to go to his stationer for Mak-ur-own Index Tabs. How is your stock?

For 20 years dealers have recognized Mak-ur-own by this illustration . . . and its still a leader! Remember, only Victor can supply the genuine, original MAK-UR-OWN index tabs, now made with the handy "pick-up" beaded edge.

INDEXING IS IMPORTANT, TOO

Don't let small leaks reduce 100% War Production Efficiency

If you or your employees spend precious time thumbing through books, papers, cards, etc., in search of the one you need . . . then index your records with

MAK-UR-OWN
TRADE MARK REG. U.S.A.
INDEX TABS

and turn directly to every key reference.

These handy celluloid tabs save many minutes, many times each day for everyone who works with or consults record books, card files, folders, etc.

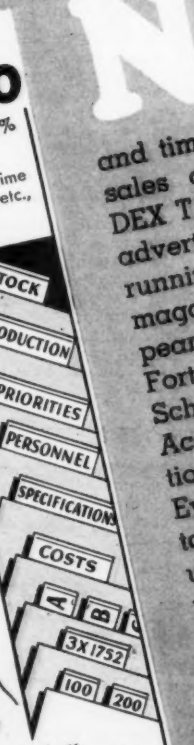
Insist on genuine MAK-UR-OWN tabs with the beaded, pick-up edge. Removable labels. Colors and sizes for every need.

Easy to use

MAKE ANY INDEX TAB YOU WANT WHEN YOU WANT IT

Easy to procure . . . just call your stationer. If he cannot supply you, write to . . .

THE VICTOR SAFE AND EQUIPMENT CO., INC.
NORTH TONAWANDA, NEW YORK



MEMO TO ALL WHO USE RECORDS:

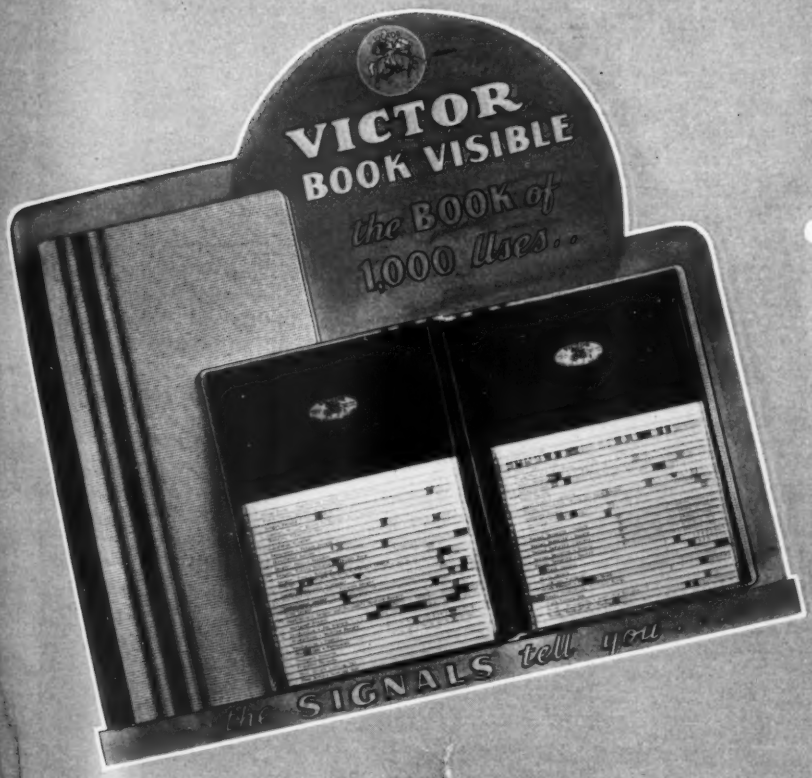
see your stationer for information on these Victor items or, mail the coupon

Send QUICKMAIL COUPON No. 7

..with REINFORCEMENTS

NEW

Yes .... it's wood. Not "just another wood file" however, but a superlatively GOOD wood file by Victor. One you will be pleased to sell, or use. Maybe you have seen a wood file giving good service after many years of use .... the VICTOR is that kind of a file. Good looking, smooth working, built for long life and service. Send for the descriptive folder and find out just how good a wood file can be.



NEW

Significance and importance has been added to the good looking and practical pyroxylin bound Victor Book Visible units by the need of many businesses for Visible Record Equipment that does not require high priority rating to get deliveries. The display is free to dealers, write for particulars.

Get these Victor Reinforcements to your Sales Program

Sold only through Dealers . . . write today to

THE VICTOR SAFE & EQUIPMENT CO., INC.

NORTH TONAWANDA NEW YORK

FILING SUPPLIES ARE FIGHTING SUPPLIES!
Get accuracy plus 20% faster filing and finding of records with Oxford Pendaflex, the greatest advance ever made in filing systems. Folders hang in file, keep tabs always visible. Non-sag feature reduces misfiling. 4 girls do the work of 5. Write for "How to Cut Your Filing Costs." Send QUICKMAIL COUPON No. 25.
OXFORD FILING SUPPLY COMPANY
361 Morgan Ave., Brooklyn, N. Y.
Oxford Pendaflex* installations are speeding the work of the Army, Navy, Marine and Air Corps, and helping industry everywhere in the production of vital defense needs. Few actions or decisions can be made without reference to "the papers in the case." Pendaflex, the modern filing method, produces papers faster and with less effort.
* Reg. U. S. Pat. Off.

NORMA GOES TO WAR... FOR THE DURATION.

In full and hearty cooperation with our Government's all out effort to win this war . . . and win we must . . . Norma is now devoting its entire personnel and plant to the production of precision tools for the making of equipment for our armed forces.

Of our many friends and customers we ask that they bear with us during this all out war and we can assure them that Norma Multikolor pencils will again be made at the earliest opportunity.

There still are available some of our Rolled Gold Plate, Sterling Silver and Gold Filled numbers. Please write us regarding your requirements.

As ever . . . we stand in back of our guaranty . . . our Service Department will continue to function for repairs on all our pencils. Leads, as well as erasers, are available for all numbers.

Use QUICKMAIL COUPON No 33

NORMA MULTIKOLOR

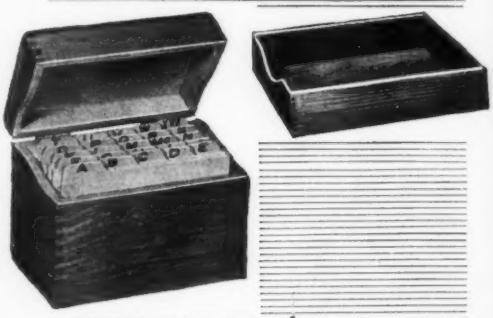
39 WEST 32ND STREET, NEW YORK

REMEMBER PEARL HARBOR ★ BUY DEFENSE BONDS

bandes office accessories

"QUALITY WITHOUT QUESTION"

Despite the difficulties in obtaining seasoned wood and other materials vital to our war effort, every Bandes tray and index cabinet still carries our unconditional guarantee against warpage and manufacturing defects. Both the Desk Tray and Midget Card Index Cabinet illustrated here are made in standard finishes of oak, mahogany and walnut. At present we can make immediate delivery but suggest that you order now as we cannot tell what the future has in store. Ask your office supply dealer or send QUICKMAIL COUPON #38 for complete information on the following:



DESK TRAYS **FLOOR MATS**
CLIP BOARDS **CARD INDEX CABINETS**
EXECUTIVE STYLE WASTE BASKETS

JULIUS BANDES & CO., inc., 132 W. 22nd Street, New York City

For today's need of **SPEED** *and* **EFFICIENCY**

These are just a few of the new **ZEPHYR AMERICAN** *items!*

Send QUICKMAIL COUPON No. 37 today to learn *all* the features of the ZEPHYR LINE!

SWIVODEX

is becoming the fastest selling dip writing set for 12 good reasons. A few of them are: it CAN'T be tipped over; the ink in it CAN'T spill and CAN'T evaporate; it has a changeable EASTERBROOK point; its design is the first really new, original improvement in writing sets in years—a dip pen that swivels to every position—is always set for "ball bearing" writing ease. With Ebony, Gunmetal or Havana Brown base.

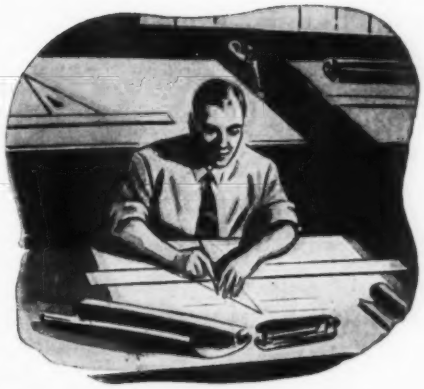
ZEPHYR AMERICAN CORP.
31 W. 47th St. New York

ZEPHYR-PAK

is another Zephyr creation that solves current problems—by making a staple item with a new material—so that a *better* product results—and immediate delivery is *always* assured. Stunning, super-durable, colorful, this memo box molded of Zephyrtex (the new Victory plastic) is a sensation! Includes 230 3″ x 5″ refill sheets. In walnut or olive green. IMMEDIATE DELIVERY.

ZEPHYR AMERICAN CORP.
31 W. 47th St. New York, N. Y.

Vultee Vanguard Pursuit. Photo Courtesy Vultee Aircraft, Inc.



ACE STAPLERS Serve Defense in Aircraft Drafting Rooms

THOUSANDS of ACE Stapling Machines and millions of Ace Staples are serving the American war effort. Used as tackers, fastening drafting paper to drawing boards, and for stapling drawings together, they are giving fast, efficient, dependable service in the drafting rooms of many aircraft manufacturers. Governmental departments and war industries, too, are specifying Ace Stapling Equipment in large quantities.

We at Ace are proud of our humble contribution to winning the war. Our only regret is the sacrifice it forces upon our many loyal dealers. A war emergency demands the finest, most durable material and equipment obtainable. That's why manufacturers who produce top quality usually are among the first to experience difficulty in supplying all demands. The steel and wire we use becomes scarcer day by day. But we're doing everything possible to produce the ACE Stapling Equipment required to help WIN THE WAR!

THE NEW ACELINER
Staples, Pins, Tacks, Hand-Fastens

The WORLD'S FINEST

ACE

STAPLING MACHINES FOR EVERY PURSE AND PURPOSE

The WORLD'S FINEST

ACE FASTENER CORPORATION • 3415 NORTH ASHLAND AVENUE • CHICAGO

THE ASCO METROPOLITAN WOODMASTER

◆

SPECIFICATIONS

THE ASCO "METROPOLITAN WOOD-MASTER" is designed for active filing departments and use in executive offices combining extremely sturdy construction with beauty of line and trim. A war file to stand up under war-time needs.

MATERIALS AND CRAFTMANSHIP are of the best standards.

CABINET HARDWOODS (poplar) are high grade thoroughly seasoned, air and kiln-dried, free of knots, shakes and other defects.

CASE FRAME: "ASCO REINFORCED WOOD-WELD" (Lap) construction. Extra framing member in center of panel. Doubly reinforced. Wood screws, etc. Glue blocks at all points of stress. Case is extra rigid and strong.

DRAWERS are tongued and grooved, dovetailed front and back. Corners dovetailed.

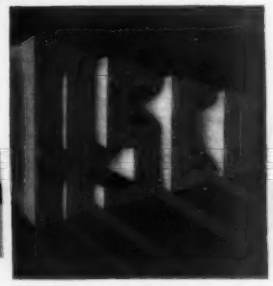
SUSPENSION: Equipped with new improved "ASCO" progressive aero steel suspension. Glide easily under a full load on perfectly timed extension slides. Slides contain two ball bearing and two case hardened rollers (one floating) protected by rust-corrosion resistant process.

HARDWARE: Plastic: Bronzed finish.

LOCKS: Yale & Towne Paracentric "ASCO" automatic lock control.

FINISH: cabinet (outside) properly sealed, harmonious finish in Asco Olive Green. (interior) stained sealer.

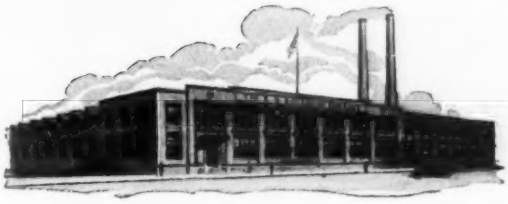
AVAILABLE IN 4 DRAWER LETTER AND LEGAL SIZES



ART STEEL SALES CORPORATION

300 EAST 145th St., NEW YORK, N. Y.

For further information send QUICKMAIL COUPON No. 29



Hotchkiss Service thru Three Wars

WHEN the battleship Maine was blown up in Havana harbor in 1898 and the United States embarked on the war with Spain, Hotchkiss was barely eight years old. The young company was beset by many of the trials that come to all businesses in war time, but even at that early day, Hotchkiss held steadfastly to the slogan "The Hotchkiss Guarantee protects you and your customers" and by so doing attracted and held dealers all over the world.

☆

In 1917 the United States entered World War I. Although Hotchkiss was handicapped, as were all manufacturers, by shortage of labor, of materials and by war time restrictions, the loyalty of the many Hotchkiss dealers and their cooperation carried both through to success.

☆

Today, to quote Woodrow Wilson, we are training not an army but a nation for war. To a greater extent than ever before civilians are affected by it. The Government demands and Hotchkiss, along with every loyal American gladly responds.

☆

Much of our production, directly or through defense orders from Hotchkiss dealers, is given over to materials for the armed forces of our country.

☆

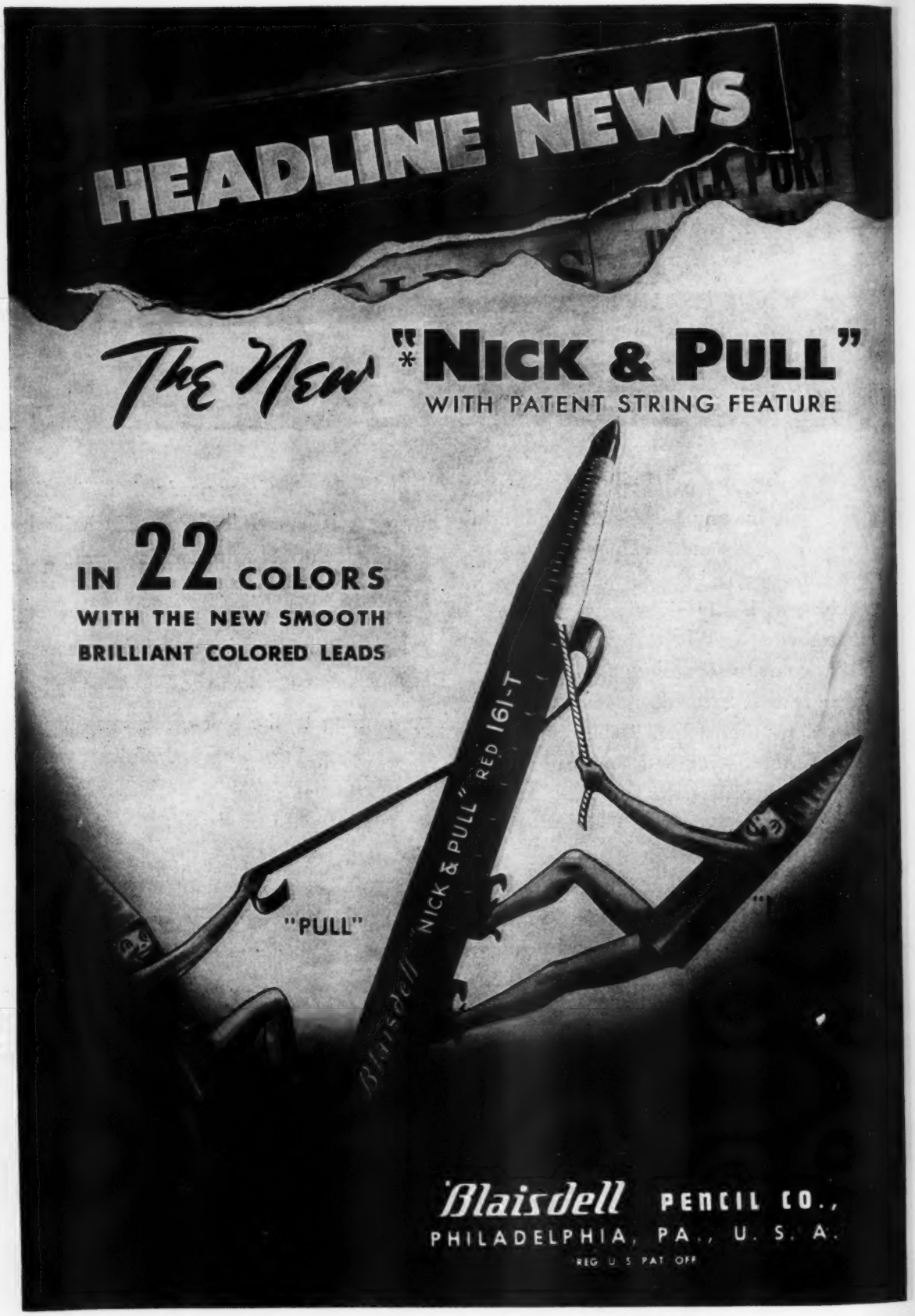
Providing for non-defense uses is a task that Hotchkiss and Hotchkiss dealers are performing to the best of their ability. By repairing used machines and adapting models, many Hotchkiss dealers are holding customers and building good will.

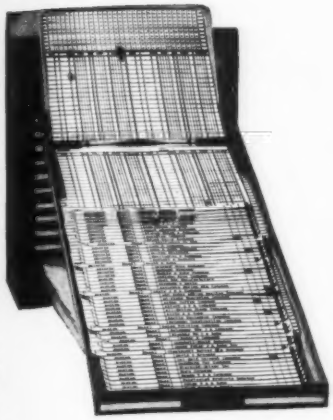
☆

Everyone realizes however, that these are unusual times. The forebearance of our customers and their willingness to cooperate during the emergency is a splendid indication of the good-will that can be counted on by Hotchkiss and Hotchkiss dealers when we have won and the world is again at peace.

HOTCHKISS
NORWALK, CONN.

"Pioneers in all that's best in Stapling"

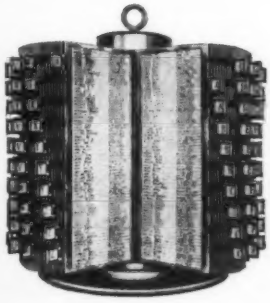

HEADLINE NEWS
The New "*NICK & PULL"
WITH PATENT STRING FEATURE
IN 22 COLORS
WITH THE NEW SMOOTH
BRILLIANT COLORED LEADS
"PULL"
Blaisdell "NICK & PULL" RED 161-T
Blaisdell PENCIL CO.,
PHILADELPHIA, PA., U. S. A.
*REG. U. S. PAT. OFF.



WAR TIME
is the time to
SAVE TIME!

And Industry and Government save time by using Acme Visible "CONTROL" Record Systems.

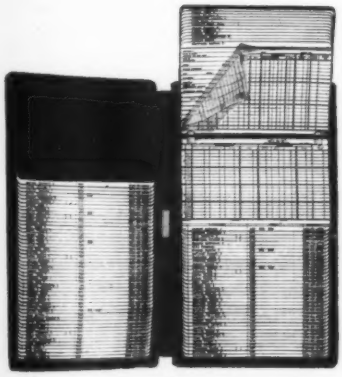
There never was a time, when time was so important! Acme Visible Records are helping importantly in the speedup program by providing accessible up-to-the-minute data to make wise decisions and take timely action.

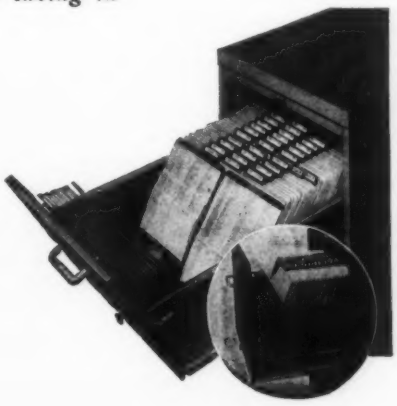


Acme's technical experience, of over 25 years, *specializing in Record Systems,* is available—to the Armed Services, War Contractors and Manufacturers—to aid them in effecting economies and short-cuts in connection with—

ALL ESSENTIAL RECORDS

Acme Visible Equipment is applicable to every kind of record and, when applied, *multiplies the value of the record* and, in addition, *effects a substantial saving in clerical time.*

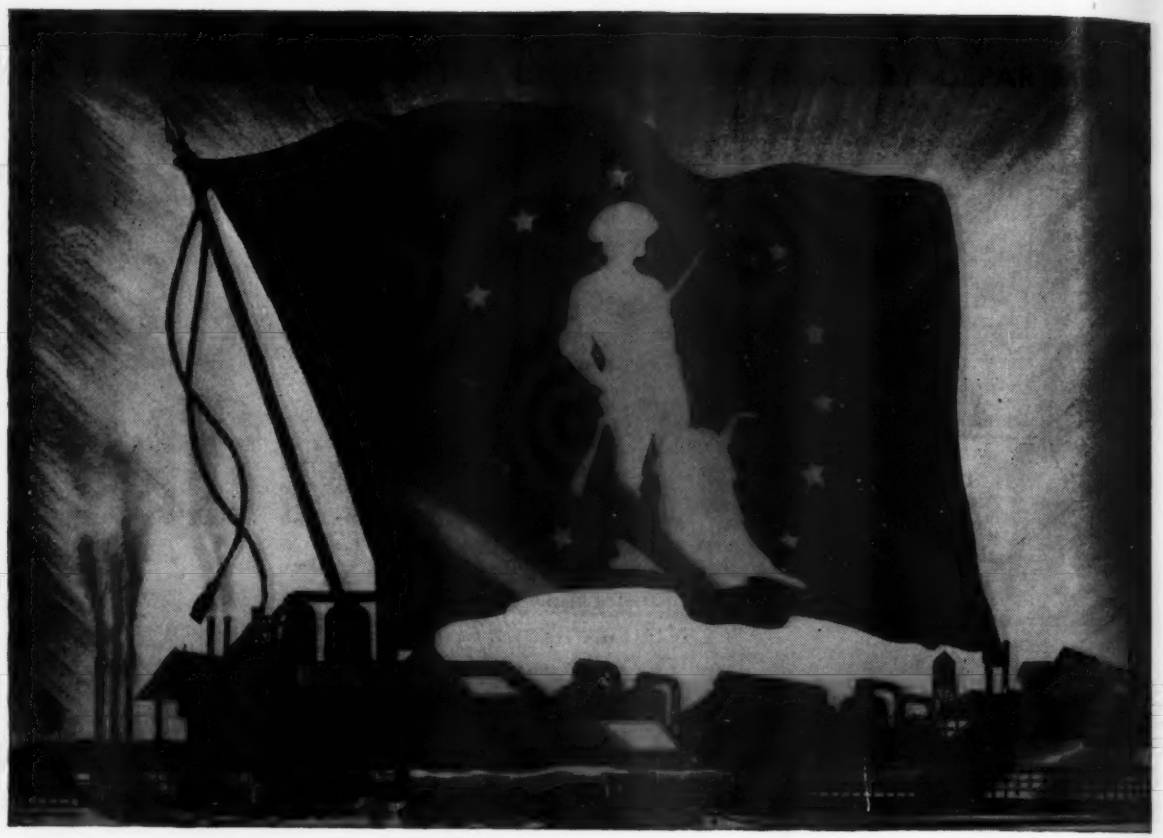




ACME VISIBLE RECORDS, INC.

122 SOUTH MICHIGAN AVENUE • CHICAGO, ILLINOIS

To answer this advertisement use QUICKMAIL COUPON No. 45



Next to the Stars and Stripes . . .

AS PROUD A FLAG AS INDUSTRY CAN FLY

Signifying 90 Percent or More Employee Participation in the Pay-Roll Savings Plan

IT doesn't go into the smoke of battle, but wherever you see this flag you know that it spells Victory for our boys on the fighting fronts. To everyone, it means that the firm which flies it has attained 90 percent or more employee participation in the Pay-Roll Savings Plan . . . that their employees are turning a part of their earnings into tanks and planes and guns *regularly,* every pay day, through the systematic purchase of U. S. War Bonds.

You don't need to be engaged in war production activity to fly this flag. Any patriotic firm can qualify and make a vital contribution to Victory by making the Pay-Roll Savings Plan available to its employees, and by securing 90 percent or more employee participation. Then notify your State Defense Savings Staff Administrator that you have reached the goal. He will tell you how you may obtain your flag.

If your firm has already installed the Pay-Roll Savings Plan, now is the time to increase your efforts: (1) To secure wider participation and reach the 90-percent goal; (2) to encourage employees to increase their allotments until 10 percent or more of your gross pay roll is subscribed for Bonds. "Token" allotments will not win this war any more than "token" resistance will keep our enemies from our shores, our homes. If your firm has yet to install the Plan, remember, TIME IS SHORT.

Write or wire for full facts and literature on installing your Pay-Roll Savings Plan now. Address Treasury Department, Section D, 709 12th St., NW., Washington, D. C.

Make Every Pay Day "Bond Day"

U. S. **WAR Bonds ★ Stamps**

This Space is a Contribution to Victory by **OFFICE EQUIPMENT DIGEST**

DISCOVER

A New World of Drawing Pleasure!

FORGET ALL PREVIOUS CONCEPTIONS of colored pencil quality. For fifteen years, Eagle chemists have been patiently preparing, comparing and testing new pigment compounds and developing new lead formulas. The result is PRISMACOLOR . . . a thick-lead pencil in a full range of 36 colors with working qualities you've never before thought possible.

You'll find Prismacolor pencils:

SO VIVID they render any subject in full value

SO OPAQUE they cover at a single stroke

SO UNIFORM that all colors blend perfectly

SO SMOOTH they speed your hand and work

SO STRONG they sharpen to a needle point

SO FLEXIBLE they won't crumble under pressure

SO DURABLE they will last far longer

SO INSOLUBLE they won't run under water

SO PERMANENT their marks show no appreciable loss of brilliance under Fade-Ometer tests comparable to a full year of sunshine.

MAKE YOUR OWN DISCOVERY of PRISMACOLOR pleasure. Write us, mentioning this magazine and your regular dealer, and we'll send you a FREE SAMPLE in any one color you name.

EAGLE TURQUOISE

REG. U. S. PAT. OFF.

PRISMACOLOR

Available in single colors and in three superb Art Sets:

952 containing the 12 colors marked† at right
953 containing the 24 colors marked* at right
954 containing all 36 colors listed at right

EAGLE PENCIL COMPANY, 703 E. 13th St., NEW YORK CITY

EAGLE PENCIL COMPANY OF CANADA, LTD., TORONTO

TO ANSWER THIS AD
Use QUICKMAIL
COUPON No 58

SWAN
Quality
PENCILS

The harder it becomes to get supplies of good pencils, the more this American-made line is appreciated. We are still able to supply many popular brands and can make immediate delivery.

•

Othello

Drawing Office
Copying

CASINO

The Famous All-Purpose Yellow Pencil
Rubber Tipped—5 Degrees—Boxed

FLORA and Thin Lead Colored Pencils

Send QUICKMAIL COUPON No. 49 for Latest Price List

Swan Pencil Co. Inc.

221-225 Fourth Avenue New York City

MACO LINE

The Trademark of Quality

FOR OVER A QUARTER OF A CENTURY

SHIPPING TAGS
SALE TAGS
MERCHANDISE TAGS
PINTICKETS
SHIPPING LABELS
FOLDER ROLL LABELS
RED BORDER LABELS
DIE CUT SEALS
"INDESTRUCTO" TAGS

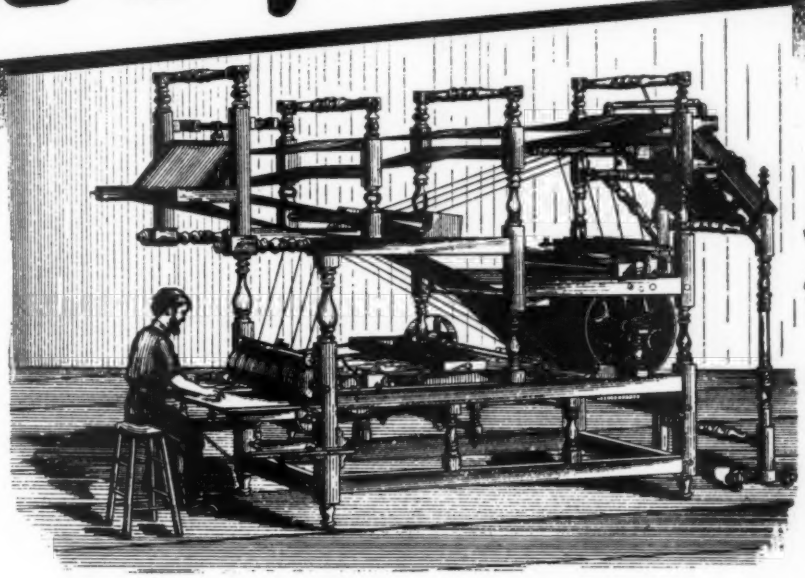
★ *Tags & Labels Printed to Order*

The J.L.MAY COMPANY

110 WEST 19 TH STREET, NEW YORK

To answer this advertisement use QUICKMAIL COUPON No. 40

100 years ago



This was the last word in ruling machines when Boorum & Pease started in business in 1842

Since its modest beginning in the year 1842, the Boorum & Pease Company has been guided by men of broad vision, through the virtue of a Standard in which they believed. They applied all their mental, physical and financial resources to the promulgation of this Standard.

It was inevitable that success and a steady growth followed. Additions and enlargements became necessary, until today—100 years later—finds the Company with a plant, one of the largest of its kind in the world. It is thus we start our second century.

Standard B&P

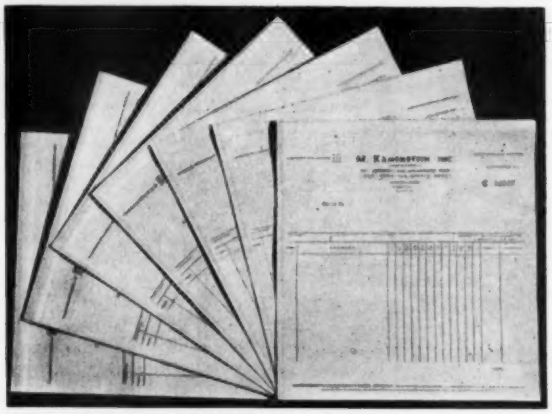
BOORUM & PEASE COMPANY

GENERAL OFFICES: 84 HUDSON AVE., BROOKLYN, N. Y.

BOSTON: 29 OTIS ST. - - - - - - - - ST. LOUIS: 115 SO. 8th ST. - - - - - - - CHICAGO: 538 S. WELLS ST.

NEW YORK CITY SALESROOM: 349 BROADWAY, N. Y.

WE CAN MAKE Deliveries!



Continuous Forms and One-time Carbon Forms

Speed your paper work with Modern Hano Lithographed Forms designed to free your office from time stealing routine operations.

Let a Hano Dealer or Salesman show you how to combine invoices, work orders, sales and audit copies, as well as shipping orders into a single compact set . . . written in one operation.

Naturally "offense" orders get the fastest handling, but modern equipment, plus adequate working stocks, assure you of good deliveries.

Send QUICKMAIL COUPON No. 60. today for samples. No one will call unless you request a representative.

MANUFACTURERS OF MANIFOLD BUSINESS FORMS SINCE 1886

PHILIP HANO COMPANY
INCORPORATED
HOLYOKE, MASS.

YOU, the dealers, who supply the homes and offices of America with the essentials of efficient living . . . you are helping.

We, the manufacturers, co-operating in every way with federal agencies to get the greatest possible war production from the men and machines in our plants . . . we are helping.

Dennison does double duty, continuing to supply you on the home front with its line of staple items . . . and, at the same time, shipping growing quantities of special paper products to Government and war industries.

All of us . . . carrying on to the best of our abilities through wartime . . . are helping to "Keep Him Flying."

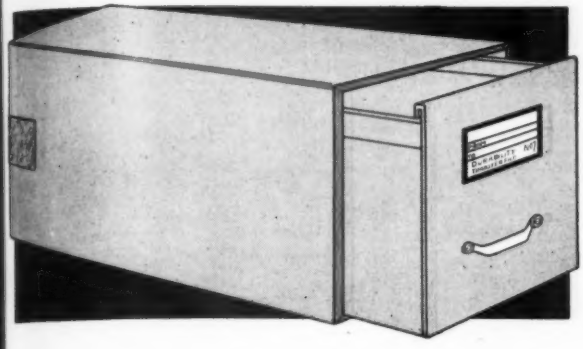
★

Established in 1844

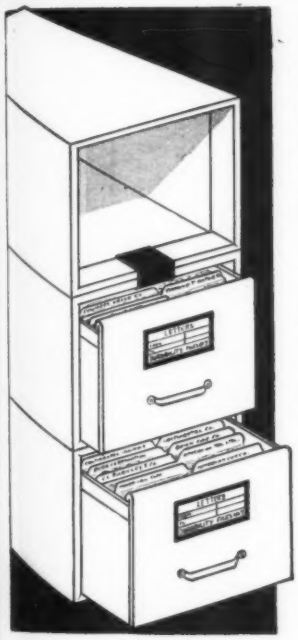
Dennison FRAMINGHAM MASSACHUSETTS

To Answer this Advertisment use QUICKMAIL COUPON No. 63

THE ECONOMICAL WAY . . .
TO PERMANENT RECORD STORAGE



DURABILITY Transfer Files



They solve the problem of quick, easy, and inexpensive record storage. Letters, checks, invoices, cards, and documents of all kinds can be systematically preserved for future reference at a low initial cost.

Shipped Knocked Down

Received in this manner a supply for future requirements takes but little room in storeroom or vault.

Easiest to Assemble . .

Simplified construction permits instant and easy assembly.

No Shelving Required

Steel reinforced construction combined with the use of heavy solid fireboard throughout allows for secure stacking. Records are practically as accessible as from the regular filing cabinets.

Simplified Stacking . . .

Stacking clips provided lock the cases into a solid battery in any arrangement desired.

$1.45 each list. Full Letter Size

Consult the price list. You will find a size for practically every business record used.

Size No.	Suggested Use	Inside Dimensions Wth.	Hgt.	Lgt.	Weight per Carton Lbs.	Price Each
1*	3x5 cards (2 rows) Vouchers	10½	4½	24	52	$1.15
2*	4x6 cards (2 rows)	12½	4½	24	63	1.20
3	Deposit Slips, Tabulator Cards	8	4	24	39	.85
4	Cancelled Checks Vouchers	9	4½	24	43	.90
5	5½x8½ or 6x9 forms	9½	6	24	50	1.10
6*	Invoices 8x5 cards (2 rows)	10½	8⅝	24	42	1.20
7	Letters	12	10¼	24	46	1.30
8	Legal Papers	15	10¼	24	54	1.50

Send for Sample . . .

We will gladly submit samples and any additional information you may require at your request. No obligation.

FILING DURABILITY SUPPLIES

C. L. BARKLEY & CO.
ESTABLISHED 1921
Manufacturers of Filing Supplies
517 S. JEFFERSON STREET CHICAGO, ILL.

To answer the above ad use QUICKMAIL COUPON No. 23

This
IS THE WAY TO WIN A WAR...

Priorities here and shortages there! Every purchaser of office supplies is curtailed somewhat and may be curtailed more, before this War is over; but it doesn't feaze YOU, so far as we can see. Everywhere is evidence that you appreciate the Job we all must do together. Commendable indeed is your willingness and flexibility in a period so trying. Doing without, yet making both ends meet . . . playing the game like men . . . so be it ever, when free nations fight for things that count!

WEAREVER *De Luxe*
PENS • PENCILS • SETS

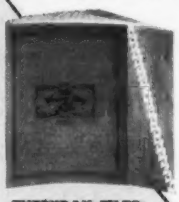
Manufactured by **DAVID KAHN, Inc.**
North Bergen, N. J.

"Since 1896 . . . The World's Finest Popular Priced Writing Instruments"

GLOBE-WERNICKE OFFICE ACCESSORIES AND FILING SUPPLIES WILL HELP SPEED UP WORK FOR VICTORY

To meet the war-time need for greater efficiency Globe-Wernicke will do everything possible to provide urgently needed office accessories and filing supplies. These useful products speed up routine . . . save time and money . . . and are absolutely indispensable in this war emergency.

Leading stationers and office equipment dealers everywhere are now featuring these economical "business helps." Consult them today . . . or use QUICKMAIL COUPON No. 11.



EVERYDAY FILES

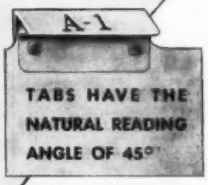
Needed in offices . . . factory and home . . . several styles, indexed alphabetically, days of month, etc. Available in standard and legal sizes. Speeds up filing.

BOX FILES

Made in letter, legal and bill sizes . . . choice of various styles of indexing. Needed in nearly every office. Often used for personal filing . . . inexpensive.

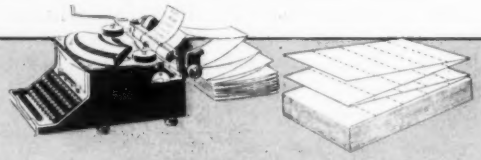
"TUFTEAR" MANILA FILING FOLDERS

Built for long, useful service . . . all standard styles of tabbing . . . rounded corners. Three weights.



ANGULAR CELLULOID TAB GUIDES

Easy to see . . . no stooping or bending is required to read the indexing . . . inserts are removable.



"FANFOLD" GUMMED LABELS

For plain tab filing folders. Labels can be fed into typewriter direct from original package . . . addressing is faster and easier. Strips of 500 labels . . . good bond stock . . . several colors.

Globe-Wernicke
Cincinnati, Ohio
MAKERS OF OVER 4000 ITEMS NEEDED IN OFFICES

GO AHEAD...

Time is short. Guns, planes, tanks, ships—all the munitions of war must be kept rolling off production lines with doubled and quadrupled speed, ever increasing 'till the battle is won.

Guard your drafting room against the delays inferior pencils may cause. Specify KOH-I-NOOR Drawing Pencils — accurate in degree distinction — smooth and trouble-free in performance—the choice of discriminating draftsmen for over fifty years. One or more of the seventeen unvarying degrees will do the job.

#1511 KOH-I-NOOR ARTIST PENCIL. Single end, hexagon, yellow polished, gold stamped; stainless steel point of new design and construction, white plastic tip. A fine precision instrument. Made in 17 degrees: 6B to 9H.

#2200 KOH-I-NOOR LEADS. For use with the #1511 Artist Pencils.

Use QUICKMAIL COUPON NO. 36

KOH-I-NOOR
PENCIL COMPANY INC.
373 FOURTH AVENUE · NEW YORK

returns our rent many times over"

THINGS are humming for leading makers of fine stationery, greeting cards and playing cards who have offices and display rooms in The Fifth Avenue Building. Located at the crossroads of the world, this owner-managed building is a magnet for crowds of buyers. They have found that they can see a wide variety of displays here under one roof. They save time—particularly important in these critical days.

The management provides many special services for both tenants and buyers. The Conference Room, seating more than forty persons, is for the free use of tenants. Visiting buyers may use the Visitors' Bureau, a completely equipped suite of offices. Excellent meals are served in two restaurants. The top floor has a well-equipped gymnasium including handball court and a solarium.

On your next trip to New York, inspect the many advantages of an office in The Fifth Avenue Building.

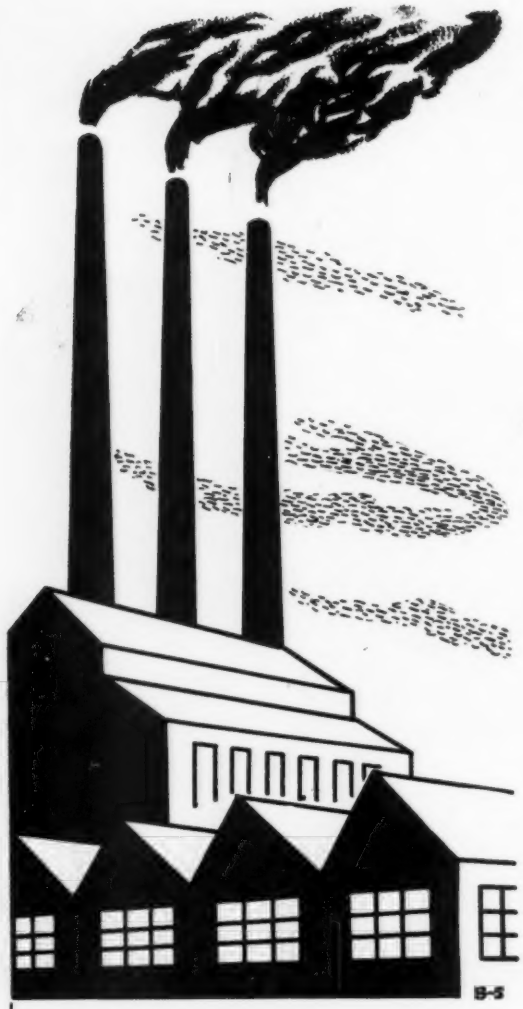
TO ANSWER THIS AD Use QUICKMAIL COUPON No 71

. . .

The Fifth Avenue Building

"More than an office building"

BROADWAY AND FIFTH AVENUE AT MADISON SQUARE, NEW YORK



War Industry's Swelling Volume Depends on

OFFICE EFFICIENCY

...To aid you in your Office Layout Problems

THE KENNETH H. RIPNEN COMPANY, INC.

Can provide any one or all of the four following Office Layout Services:

PART I—LOCATION: Help make location studies of sites and buildings offered by real estate brokers, property owners, insurance companies, banks, etc.

PART II—LAYOUT: After a comprehensive study of your organization, flow of work and equipment, create for you a functional office layout.

PART III—BUDGETS: Prepare working drawings and specifications, after approval of the detailed office layout to carry out the proposed scheme, submitting detailed estimates of the costs of all work.

PART IV—SUPERVISION After approval of the estimates, to let contracts and supervise all work through to completion, including Office Layout, Construction, and Equipment.

Without obligation we will mail you our pamphlet entitled "Office Layouts," or, for a nominal fee, make a premilinary survey and report on any phase of your special problem.

KENNETH H. RIPNEN COMPANY, INC.

OFFICE LAYOUTS FACTORY LAYOUTS WAREHOUSE LAYOUTS

342 Madison Avenue, New York

Let's look ahead several months

On May 31st, the production of steel office furniture will be stopped in order that the plants producing this equipment may be converted to an all-out war effort.

Farsighted dealers with a keen eye to the realities of this situation will realize that in several months time, wood files will be in universal use. When the public fully realizes that steel files are no longer available, there will be a tremendous flood of orders for wood equipment—an abnormal demand that will tax production facilities.

Now is the time to stock up on "Conservator" wood files in anticipation of the coming demand. Order today so that you will have demonstrators on your display floor, and a substantial stock on hand when the production of steel files ceases.

In the new "Conservator" we have made every effort to maintain the well-known "Y and E" standards of quality and value. Each drawer is equipped with deluxe "Y and E" cradle type ball-bearing progressive suspension slides so that the drawers fairly "float" in and out at the operator's touch. All parts are extra strong, reinforced and braced for maximum strength under heavy-duty service.

The business of defense is your chief concern at the present time. With "Conservator" files and "Y and E" filing systems and supplies you and your whole organization can "Keep 'Em Working."

Write for complete information, literature and prices.

1. Deluxe cradle type ball-bearing progressive suspension slides insure easy operation of drawers at all times.
2. Sturdy metal channel lever compressor prevents folders and contents from sagging.
3. All cross members dovetailed into vertical members, insuring rigid framework to prevent weaving or sagging. Steel case-strips reinforce cabinet shell.
4. All wood parts made of seasoned birch and poplar, renowned for their toughness and hardness.
5. Finish is special olive green enamel which resists scratches and surface wear.

"Y and E"
STEEL FOR VICTORY
WOOD FOR WORK

"FOREMOST FOR MORE THAN 60 YEARS"

YAWMAN AND ERBE MFG. CO.

1099 JAY STREET ROCHESTER, NEW YORK

FOUNT-O-INK
Writing Sets

Metal and Plastic $4.50

Double sets to match

The mighty pen behind defense that saves and serves!

Utility Model $2.50

Catalog of all the beautiful models at your request.

In the offices where production is speeded forth they use Fount-O-Ink

The automatic ink supply feeds the pen that fills itself! Fount-O-Ink pens start instantly! and do not go dry!

Manufactured by

GREGORY FOUNT-O-INK COMPANY

Los Angeles, California, U. S. A.

Modernizers of Pen and Ink Writing

COPYRIGHT GREGORY FOUNT-O-INK COMPANY, 1942

To answer this advertisement use QUICKMAIL COUPON No. 22

No Priority

Will Get You Any More of These!

Take Care of the Only Eyes You'll Ever Have By Using

If you think golf balls are hard to replace, how about eyeballs? Nature rations out eyes very strictly, and no priority rating will give you any replacements, even though the need is urgent.

Good eyesight is essential to speed and accuracy. That's why the experienced accountant refuses to sabotage his vision by working on poorly designed ruled forms. Instead, he demands forms that are easy to work on — forms that are "kind to his eyes."

Master-Craft *Eye Saver* RULED FORMS

Master-Craft forms are particularly soothing and restful to the eyes. They are cleanly ruled in an exclusive combination of soft brown and green shades. Their "flat" surface reflects no bothersome light glare, and is ideal to write on.

SHAW-WALKER

MASTER-CRAFT LOOSE-LEAF DIVISION

KALAMAZOO • MICHIGAN

Ledger Sheets — Columnar Sheets — Work Sheets — General Record Sheets
Columnar Pads — Accounting Pads — Over 1400 Forms Kept In Stock

To answer this advertisement use QUICKMAIL COUPON No. 3

NEW YORK SHOWROOMS
30 ROCKEFELLER PLAZA
ROCKEFELLER CENTER

AMERICAN LEAD PENCIL COMPANY

AMERICAN PENCIL CO. NEW YORK - VENUS - DRAWING

ADDRESS REPLY TO
HOBOKEN, N.J. U. S. A.

ASSOCIATED COMPANIES
LONDON - VENUS PENCIL CO. LIMITED
PARIS - SOCIÉTÉ DU CRAYON VENUS
TORONTO - VENUS PENCIL COMPANY, LTD.

May, 1942

Dear Geyer's:

Many happy returns!

I'm not quite your age, but it's thirty five years and more since I first set the pace for America's Drawing Pencils. Remember?

And today we're both going stronger than ever.

Best wishes.

Yours,

Venus

VENUS — VELVET

For further information use QUICKMAIL COUPON No. 56

"What in the world does 'yoots of rbo 18rb' mean?"

BOSS: I can't decipher this carbon copy! Look here, for example . . . what does *that* say?

GIRL: *Why, it says: "yours of the 18th" . . . you just have a badly blurred copy!*

BOSS: I'll say it's blurred! With all the money this office spends for carbon paper, why don't we get copies a man can read?

GIRL: *Because one piece of the carbon paper we use simply won't give us enough good, legible copies and our office doesn't like us to throw it away too soon.*

BOSS: Then why do we use it? There must be *good* carbon papers!

GIRL: *Of course. But the supply department thinks it is economical to buy this cheap paper. But they're wrong. Actually, a good carbon, like Roytype* Park Avenue, made by Royal, is* more economical *because it can give many more clear, legible copies!*

And Park Avenue carbon paper will not "tree" . . . will not smudge, smear, offset, or get your fingers dirty!

BOSS: And you're sure we'd really save money by using Park Avenue?

GIRL: *Certainly. The Royal representative told me that if you had paid $115 for a standard typewriter, and if you have used it five years, you have bought for it $115 worth of carbon paper and ribbons. With Roytype* Park Avenue carbon papers, and Roytype* ribbons, you can cut those costs materially!*

BOSS: That settles it! Tell the supply department that we start using Roytype* carbon papers and ribbons *right away!*

ROYAL

MAKERS OF ROYTYPE* CARBON PAPER AND RIBBONS

"Keep 'em Typing"

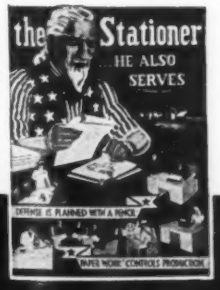
*Trade Marks Reg. U. S. Pat. Off.

Copyright 1942, Royal Typewriter Co., Inc.

MONGOL

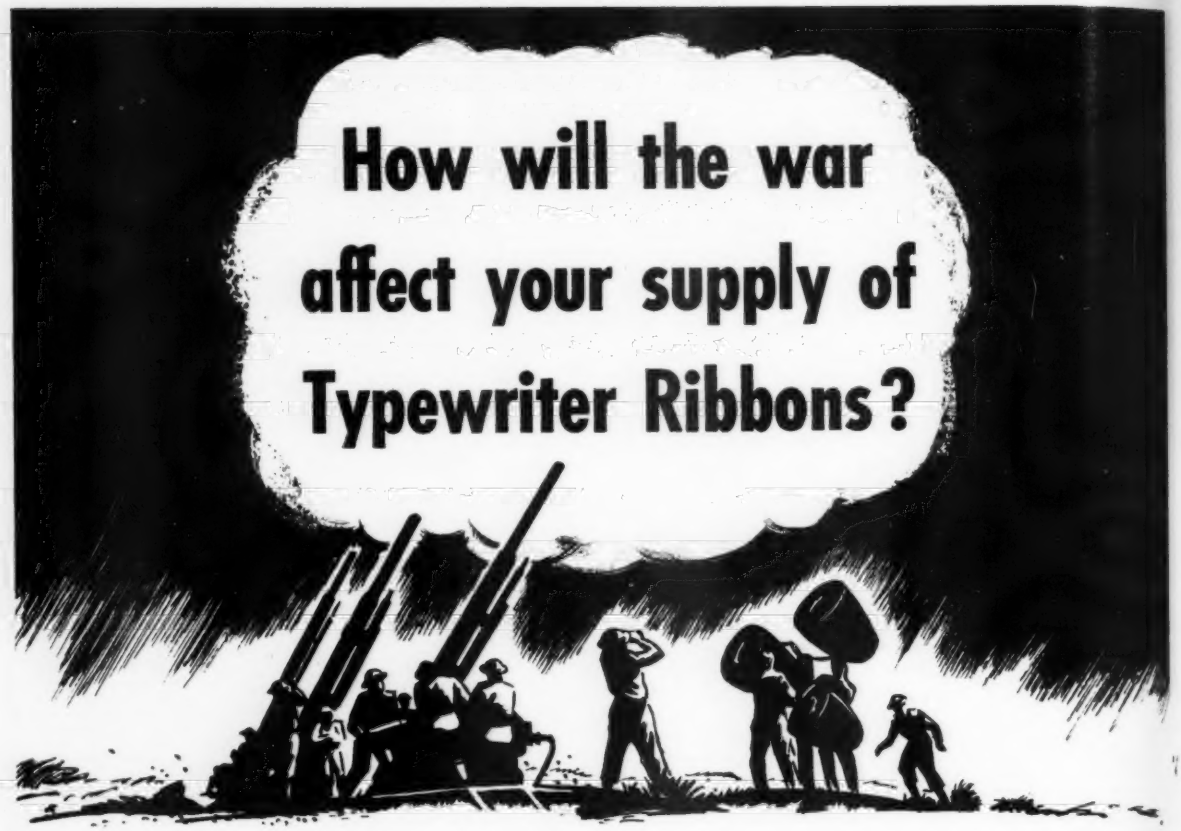
"THE BUSINESS PENCIL OF THE WORLD"

If ever office efficiency needed every aid it can possibly get, it is *now*. War-busied America has no time to waste—anywhere . . . "Half as many trips to the sharpener" is a vital factor today—you gain *both* speed and economy when you choose a MONGOL . . . Choice of 5 degrees . . . Complastic leads, Woodclinched for added strength. Our national advertising urges all to "Say Mongol to your stationer".



EBERHARD FABER

Leadership IN FINE WRITING MATERIALS SINCE 1849



THE recent Government restriction order has reduced the production of metal typewriter ribbon boxes and spools to 50% of the production figure of 1940. This will have an effect on many purchasing agents.

On priority orders of A-10 or better, the return of spools in order to obtain spool replacements will not be required. But it will help your supplier and manufacturer if you do return them with new orders.

Purchasing agents who do not have priority ratings must turn in used boxes and spools when new ribbons are purchased. Otherwise, your supplier may not be able to fill your order.

So please cooperate. Do not destroy metal boxes or spools after using them. Also, plan to make your ribbons last longer. Here are a few suggestions for your Stenographic Department.

To Conserve Typewriter Ribbons

1. Turn the ribbon after a week's usage. It will wear evenly and last longer.
2. Use the heaviest degree of inking consistent with legible impressions.
3. Be sure the ribbon feed mechanism is in proper adjustment. This insures even distribution of wear.
4. Keep your machine in good repair and clean the erasure dust daily.

REMEMBER: There is no substitute for quality carbon paper and typewriter ribbons. Good materials, properly used, will give better results and longer wear.

FOR SERVICE AND SAMPLES WRITE:

WEBSTER'S

Use QUICKMAIL COUPON No. 57

9 AMHERST STREET, CAMBRIDGE, MASS.

CARBON PAPERS and TYPEWRITER RIBBONS

FACTORY BRANCHES IN NEW YORK, PHILADELPHIA, CHICAGO, PITTSBURGH, AND SAN FRANCISCO

AVAILABLE *Now*

A NEW LINE OF GF WOOD { FILES / DESKS / TABLES

The new line of GF Wood Files, Desks and Tables bears the same mark of quality that has always distinguished the GF line . . . in design, in appearance and in functional advantages. Only basic materials have undergone change . . . this to make metal available for war needs. The alternate material . . . wood . . . is now used with no sacrifice in appearance or in the efficient performance of duty in the business office. Our facilities are first dedicated to winning the war . . . but our determination is to keep GF standards high and serve both the nation and the business home.

GF WOOD FILES

Four drawer vertical file in both letter and cap sizes . . with or without locks. Cradle type free roller suspension provides easy drawer movement under heavy load. Positive compression. Trim is of plastic materials, matched in appearance with GF files now in use.

GF WOOD FLAT TOP DESK

60" or 45". Lock on center drawer controlling all drawer locks. Velvoleum top . . . plastic trim. Plastic bumpers inlaid at inside corners of pedestals to prevent marring from chairs.

GF WOOD TYPEWRITER DESK

Available in either double or single pedestal . . . 60" or 45". Four storage drawers and one letter drawer in double pedestal. Three storage drawers in single pedestal. Sliding shelves. Removable partition in storage drawers. Velvoleum top, plastic trim. Plastic bumpers to avoid marring by chair.

GF WOOD TABLE

60" or 72". Made to harmonize with other GF equipment in all respects. Velvoleum top with plastic trim. Green enamel finish.

THE GENERAL FIREPROOFING COMPANY *Youngstown Ohio*

★ *Products by GF:* METAL DESKS • WOOD DESKS • ALUMINUM CHAIRS • STEEL CHAIRS • METAL FILING CABINETS WOOD FILING CABINETS • SAFES STEEL SHELVING • STORAGE CABINETS FILING SUPPLIES

Use QUICKMAIL REPLY COUPONS

TO ANSWER ADVERTISEMENTS

OFFICE EQUIPMENT DIGEST obtained exclusive rights for the office equipment and stationery field to the Quickmail Coupon System — a patented new **inquiry system** which saves hours of time for readers in answering advertisements and securing information about merchandise.

THE QUICKMAIL COUPON SYSTEM *brings you these advantages:—*

1. **Only 1 minute plus 1c to make an inquiry.**
2. **Brings you the latest information.**
3. **Identifies the source of your inquiry.**
4. **Gives you a pre-addressed, gummed mailing label ready for use.**

SIMPLE TO USE:

Stick the coupon on the stamp side of a postal card, write your firm name and address on the back and mail. You may also stick the coupon on your letterhead, sign your name and title, and mail in your own envelope; or stick the coupon on your envelope and enclose your inquiry or order for specific merchandise.

QUICKMAIL brings you the information or merchandise you desire with ease and speed. If you want any information not mentioned in this advertisement, just specify it on your inquiry.

Use The Quickmail Coupons Opposite This Page

GEYER'S Office Equipment Digest — Send Details Per Offer Your May Ad

Underwood Elliott Fisher Co.
1 Park Ave.
New York
N. Y.

Beorum & Pease Co.
84 Hudson Ave.
Brooklyn, N. Y.

The Victor Safe & Equipment Co., Inc.
North Tonawanda, N. Y.

The H. C. Cook Co
18 Beaver St.
Ansonia, Conn.

Quality Park Envelope Co.
450 N. Syndicate Street
St. Paul, Minn.

Wilson-Jones Co.
3300 Franklin Blvd.
Chicago, Ill.

The C. E. Sheppard Co.
44-09 - 21st St.
Long Island City, N. Y.

Gregory Fount-O-Ink Co.
2652 Pasadena Ave.
Los Angeles, Calif.

Oxford Filing Supply Co.
361 Morgan Ave.
Brooklyn, N. Y.

Standard Record Co.
104 S. 4th St.
Brooklyn, N. Y.

Milo Harding Co.
435 W. Pico Blvd.
Los Angeles, Calif.

Universal Office Equipment Co., Inc
561 Broadway
New York, N. Y.

GEYER'S Office Equipment Digest — Send Details Per Offer Your May Ad

Columbia Ribbon & Carbon Mfg. Co., Inc.
Glen Cove,
L. I., N. Y.

The General Fireproofing Co.
Youngstown, Ohio

The Wm. Scholhorn Co.
New Haven, Conn.

The Globe-Wernicke Co.
Cincinnati, Ohio

Eagle Pencil Co.
703 East 13th St.
New York, N. Y.

The Dow Chemical Co.
Midland, Mich.

W. A. Sheaffer Pen Co.
Fort Madison,
Iowa

C. L. Barkley & Co.
517 S. Jefferson St.
Chicago, Ill.

The Carter's Ink Co.
239 First St.
Cambridge, Mass.

Art Steel Sales Co.
300 East 145th St.
New York, N. Y.

Ace Fastener Corp.
3415 N. Ashland Ave.
Chicago, Ill.

Dawn Mfg. Corp.
16 Champeney Ter.
Rochester, N. Y.

GEYER'S Office Equipment Digest — Send Details Per Offer Your May Ad

Shaw-Walker Master-Craft Loose-Leaf Division
Kalamazoo, Mich.

Royal Typewriter Co., Inc.
2 Park Ave.
New York, N. Y.

Blaisdell Pencil Co.
141 Berkley St.
Philadelphia, Pa.

Eberhard Faber Pencil Co.
37 Greenpoint Ave.
Brooklyn, N. Y.

Mittag & Volger, Inc.
Park Ridge, N. J.

Metal Specialties Mfg. Co.
3202 Carroll Ave.
Chicago, Ill.

Sturgis Posture Chair Co.
Magnolia St.
Sturgis, Mich.

Hotchkiss Sales Co.
Dept. D
Norwalk, Conn.

J. S. Staedtler, Inc.
53-55 Worth St.
New York, N. Y.

Old Town Ribbon & Carbon Co., Inc.
750 Pacific St.
Brooklyn, N. Y.

Norma Multikolor
39 W. 32nd St.
New York, N. Y.

Koh-I-Noor Pencil Co., Inc.
373 Fourth Ave.
New York, N. Y.

penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 30.

3 SHAW-WALKER, MASTER-CRAFT LOOSE-LEAF DIV.

penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 3.

2 COLUMBIA RIBBON & CARBON MFG. CO., INC.

penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on the Outside Back Cover.

1 UNDERWOOD [illegible] FISHER CO.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 32.

6 ROYAL TYPEWRITER CO., INC.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 35.

5 THE GENERAL FIREPROOFING CO.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 23.

4 BOORUM & PE[illegible]

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 16.

9 BLAISDELL PENCIL CO.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 76.

8 THE WM. SCHOLLHORN CO.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on pages 8 and 9.

7 THE VICTOR [illegible] EQUIPMENT CO.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 33.

12 EBERHARD FABER PENCIL CO.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 26.

11 GLOBE-WERNICKE CO.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 72.

10 THE H. C. COX [illegible]

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 6.

15 MITTAG & VOLGER, INC.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on pages 19 and 20.

14 EAGLE PENCIL CO.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 58.

13 QUALITY PARK ENVELOP[illegible]

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 78.

18 METAL SPECIALTIES MFG. CO.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 4.

17 THE DOW CHEMICAL CO.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on the Inside Back Cover.

16 WILSON-[illegible]

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 76.

21 STURGIS POSTURE CHAIR CO.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 57.

20 W. A. SHEAFFER PEN CO.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 71.

19 C. E. SHEWAR[illegible]

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 15.

24 HOTCHKISS SALES CO.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 25.

23 C. L. BARKLEY & CO.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 30.

22 GREGORY FOUNT-O-[illegible]

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 62.

27 J. S. STAEDTLER, INC.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ads on pages 60 and 61.

26 THE CARTER'S INK CO.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 10.

25 OXFORD FILING SUPPL[illegible]

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 59.

30 OLD TOWN RIBBON & CARBON CO., INC.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 14.

29 ART STEEL SALES CORP.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 77.

28 STANDARD [illegible]

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 11.

33 NORMA MULTIKOLOR

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 13.

32 ACE FASTENER CORP.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 69.

31 MILO [illegible]

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 26.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 70.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 79.

Zephyr American Corp.
31 West 47th St.
New York, N. Y.

The J. L. May Co.
110 W. 19th St.
New York, N. Y.

Copy Right Mfg. Corp.
53 Park Pl.
New York, N. Y.

Cardinell Corp.
15 Label St.
Montclair, N. J.

Swan Pencil Co., Inc.
221-225 Fourth Ave.
New York, N. Y.

Seneca Falls Rule & Block Co., Inc.
Seneca Falls, N. Y.

Codo Mfg. Corp.
509 S. Franklin St.
Chicago, Ill.

Security Steel Equipment Corp.
Avenel, N. J.

J. F. Friedel Co.
215 Wallace St.
Syracuse, N. Y.

George B. Graff Co.
68A Washburn Ave.
Cambridge, Mass.

Ace Art Co.
5 Gould St.
Reading, Mass.

Speed Key Mfg. Co.
323 Columbus Place
Brooklyn, N. Y.

GEYER'S Office Equipment Digest

Send Details Per Offer Your May Ad

Julius Bandes & Co., Inc.
132 W. 22nd St.
New York, N. Y.

Louis Melind Co.
362 W. Chicago Ave.
Chicago, Ill.

Joseph Dixon Crucible Co.
Dept. 53-J5
Jersey City, N. J.

David Kahn, Inc.
North Bergen, N. J.

Neidich Process
Burlington, N. J.

The Wholesale Typewriter Co.
155 Sixth Ave.
New York, N. Y.

American Lead Pencil Co.
500 Willow Ave.
Hoboken, N. J.

Trussell Mfg. Co.
Dept. G
Poughkeepsie, N. Y.

Stationers Specialty Corp.
19 West 21st St.
New York, N. Y.

American Carbon Paper Mfg. Co.
Ennis, Texas

Reliance Pencil Corp.
22 S. Sixth Ave.
Mt. Vernon, N. Y.

The Fifth Avenue Building
200 Fifth Ave.
New York, N. Y.

GEYER'S Office Equipment Digest

Send Details Per Offer Your May Ad

Write, Inc.
420 Lexington Ave
New York, N. Y.

Higgins Ink Co., Inc
271 Ninth St.
Brooklyn, N. Y.

Acme Visible Records, Inc.
122 S. Michigan Avenue
Chicago, Ill.

Treasury Department
Section C
709 - 12th St., N.W.
Washington, D. C.

Yawman and Erbe Mfg. Co.
1099 Jay St.
Rochester, N. Y.

Sanford Ink Co.
Congress & Peoria Streets
Chicago, Ill.

F. S. Webster Co.
15 Amherst St.
Cambridge, Mass.

Philip Hano Co., Inc.
Sargeant Street
Holyoke, Mass.

Dennison Mfg. Co.
Framingham
Mass.

New England Paper Punch Co.
95 Washington Ave.
Natick, Mass.

Ever Ready Label Corp.
141 East 25th St.
New York, N. Y.

Technygraph Co.
Techny, Ill.

penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 79.

39 WRITE, INC.

penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 12.

38 JULIUS BANDES & CO., INC.

penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 12.

37 ZEPHYR AMERICAN CO.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 7.

42 HIGGINS INK CO., INC.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on the Inside Front Cover.

41 LOUIS MELIND CO.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 22.

40 THE J. L. MAY

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 17.

45 ACME VISIBLE RECORDS, INC.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 5.

44 JOSEPH DIXON CRUCIBLE CO.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 67.

43 COPY RIGHT MFG. CO.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 74.

48 TREASURY DEPARTMENT

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 25.

47 DAVID KAHN, INC.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 77.

46 CARDWELL CO.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 29.

51 YAWMAN AND ERBE MFG. CO.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 70.

50 NEIDICH PROCESS

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 22.

49 SWAN PENCIL CO.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 73.

54 SANFORD INK CO.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 65.

53 THE WHOLESALE TYPEWRITER CO.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 65.

52 SENECA FALLS BLOCK CO., INC.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 34.

57 F. S. WEBSTER CO.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 31.

56 AMERICAN LEAD PENCIL CO.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 69.

55 CODO MFG. CO.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 24.

60 PHILIP HANO CO., INC.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 63.

59 TRUSSELL MFG. CO.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 21.

58 SECURITY STAMP EQUIPMENT CO.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 24.

63 DENNISON MFG. CO.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 63.

62 STATIONERS SPECIALTY CORP.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 64.

61 J. F. PRIDEL

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 74.

66 NEW ENGLAND PAPER PUNCH CO.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 73.

65 AMERICAN CARBON PAPER MFG. CO.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 66.

64 GEORGE B. GRAFF

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 75.

69 EVER READY LABEL CORP.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 73.

68 RELIANCE PENCIL CORP.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 75.

67 ACE ART

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 71.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 27.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 76.

OFFICE EQUIPMENT *Digest*

Edited for PURCHASING AGENTS, CONTROLLERS & OFFICE MANAGERS

MAY 1942

Volume 3 No. 5

EDITORIAL OFFICES: 260 Fifth Avenue, New York City, (Tel. LExington 2-1121). Dudley T. Cornish, Associate Editor; Hugh Ward, Promotion Manager; M. T. Weeks, Circulation Manager; James V. Quirk, Production Manager; B. Brussel-Smith, Art Director. ADVERTISING: Donald McAllister, Manager; Fred Steinhilber, Paul Reed, Wm. H. Hasbrouck, Jr.
BOSTON, 212 Summer St., Rm. 600 (Hancock 5390), A. C. Kretschmar.
CHICAGO, 977 Mdse. Mart (Del. 1841), John M. Smythe, Irene Glen, Philip J. Hackett.
LOS ANGELES, 857 S. San Pedro (Trinity 2324), Josephine L. Fisher.
SAN FRANCISCO, 74 New Montgomery St. (Sutter 5020), Alexander Rattray.
ST. LOUIS, 915 Olive Street (Chestnut 1965), James R. Wright.

Savings For Victory

★ The money to pay for—among a vast number of other essentials—the war-time production of the office supplies and equipment industry which is being poured into our national war effort—must in inreasingly greater proportion come from the sale of United States Savings Bonds. The country's offices, currently adjusting themselves to the tightening pinch imposed on their operation by diversion of so much of the industry's manufacturing capacity to war, have been cooperating wholeheartedly in buying stamps and bonds. Yet—

★ "Reliable estimates indicate that during the next fiscal year, that is from July 1, 1942, to June 30, 1943, we shall spend in the neighborhood of 60 billion dollars," says Secretary Morgenthau.

★ "The Revenue Act as it comes from Congress will determine how much of the money needed to finance the war is to be raised by taxation," Mr. Morgenthau points out. "The balance must be borrowed by the Treasury. In all probability, we shall have to borrow upwards of 35 billion dollars between now and this time next year."

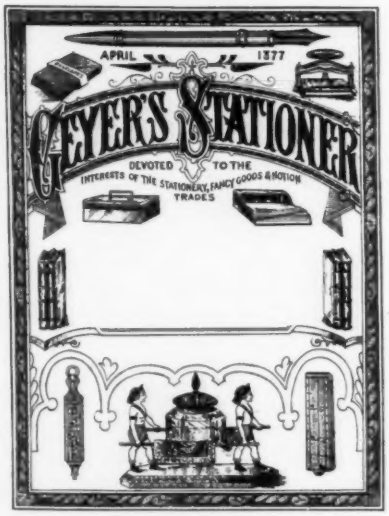
★ If the Government is forced to go to the banks for most of this money, the results will be a worsening of the inflationary tendencies which the country is engaged in fighting. If bonds are bought with savings out of current income, the government gets the money it vitally needs, the buyer of the bonds provides himself with a nest-egg for the future, and the reduction of spendable income reduces the inflationary demand for goods.

★ *The Treasury Department appeals for far wider application of the payroll savings plan with at least 10 per cent of the gross payroll set aside by employees for the purchase of U. S. Savings Bonds.*

Published monthly by
ANDREW GEYER, INC.
Established 1877
260 FIFTH AVENUE, NEW YORK, N. Y.

M. A. Geyer, President; James E. Neary, First Vice-President; Donald McAllister, Second Vice-President; T. V. Murphy, Editor.

ANDREW GEYER
1842-1919
Founder of Geyer Publications



Cover of the first issue of Geyer's Stationer in 1877. Out of this magazine, now Geyer's Topics, came Office Equipment Digest.

SIXTY-FIVE YEARS OF SERVICE TO THE AMERICAN OFFICE

★ This spring Andrew Geyer, Inc., publishers of OFFICE EQUIPMENT DIGEST, are celebrating the 65th anniversary of the founding in 1877 of *Geyer's Stationer*, now *Geyer's Topics*, oldest magazine of the Geyer Publications group, oldest magazine in the stationery and office equipment business.

Andrew Geyer, founder of the Geyer Publications, was a native of Boston who had already had years of sound experience in the stationery and office equipment business before he established *Geyer's*. He began his business career as an errand boy for Henry F. Marsh, Boston wholesale stationer; became successively a traveling salesman for that company; a member of the stationery department of D. Appleton & Co., New York; a resident buyer for stationery trade jobbers; manager of *The Paper Trade Journal's* stationery department; an owner and editor of *The American Stationer*, and finally, in 1877, editor and publisher of *Geyer's*.

As *Geyer's* grew through the years it consolidated with itself several outstanding magazines in its field—*American Paper Trade & Wood Pulp News*, *Walden's Stationer*, and *Business Equipment Topics*. In 1940 OFFICE EQUIPMENT DIGEST was inaugurated, for the purchasing agents, controllers, and managers of the nation's larger offices.

Other magazines in the Geyer Publications group are *The Gift and Art Buyer* and *Sports Age*, in addition to which there are published two directories, *Who Makes It and Where*, for the stationery industry, and *The Gift and Art Buyers' Directory*.

THROUGH PEACE AND WAR FOR 65 YEARS

THE CONTRIBUTION OF THE STATIONERY AND OFFICE EQUIPMENT INDUSTRY

By Cheney Archer

★ The world has come far in the sixty-five years since Geyer's Stationer, out of which later came OFFICE EQUIPMENT DIGEST, was established to cover the activities of the stationery and office equipment business, and it has been during those years that there has really come into being the type of well-equipped, smoothly operating office which is today serving as the very center of the direction of production in a world-wide war.

The modern office is an American invention. There were offices of some sort ever since men first began to transact business with one another, and there was a well-organized industry concentrating on the production of equipment and supplies, but these essentials improved surprisingly little from century to century.

The typical office of sixty-five years ago was a haphazard sort of place. It was in many cases put together on the spot by some local carpenter called in to put up shelves, build cabinets or tables, or even to try his hand in constructing a desk. There were manufacturers featuring chairs,

desks, and other items of furniture, but even here standardization seemed to be the exception rather than the rule. Practically every office had a letter press, to produce with much expenditure of labor copies to be pasted into books, stuck into pigeon-holes, or stowed away inaccessibly in flat files. But the letter press was still the only business machine in large numbers of offices, although there was much curiosity about a device called a typewriter which the wealthier offices were installing.

Only just getting under way was that process of education on the part of retailers of stationery and office equipment and the manufacturers they represent which has taught the business man to look to them for aid in solving his office problems. But the trend just beginning was to spread swiftly and far, changing not only the whole aspect of the office but the character of the stationery and office equipment business as well.

From a limited number of lines, many of them essentially the same as they had been for generations, the stock of the stationer and office equipment retailer expanded tremendously to include a vast number of new articles designed to increase the efficiency of the office worker. Manufacturers began to vie with one another in creating new items and in making improvements on old ones. And those in charge of the office, those buying for the office, lost the conservatism which had been too long in vogue, and began to seek eagerly for new supplies and equipment which would give ever better performance.

The advance which has been made in every phase of American life during the past sixty-five years has been aided largely by the progress in peace and war of the stationery and office equipment industry during that period. Its products are at work everywhere, in and out of the office, saving time and energy. They are at work in the home and the school. They go along with the Army, the Navy, the Marines, the Coast Guard. Statesmen would be helpless without them.

Despite a program of conversion to war production which has already turned over the office machinery branch of our industry to the needs

FROM TOP TO BOTTOM:

Aprons were swanky in the Nineties.

A crowded office in the days of the Gibson Girl.

Bookkeeping—before the Machine Age!

of the Government, and is making great inroads on the manufacturing facilities of practically every other branch, the stationery and office equipment industry is making every effort, within the limitations imposed on it, to take care of the needs of civilian buyers. The operation of priorities, growing shortages of vital materials, and increasing conversion of plant have vastly increased the difficulties of manufacturers and dealers alike in providing for customers, but the condition is recognized as inevitable in time of war, and most customers are patient, knowing that when the industry's big war-time job is over, it will swing back into peace-time production as quickly as possible.

In that happy time to come, manufacturers and dealers will have opportunity for working more miracles of the sort they have worked in the period covered by the life of GEYER PUBLICATIONS—comparable for instance to the transformation which the coming of office machines has wrought in the emancipation of the American woman from her age-old sentence to domestic labor or teaching as her only careers.

The story of this miracle has best been told in these words from a brochure issued some time ago by the Office Equipment Manufacturers Institute:

"Events occurred one after another late in the 19th century which struck deep into the social system. It was then that the typewriter appeared in offices . . followed by the rapid appearance of other business machines. Almost at once the American woman was lifted from the dull, sheltered existence that had been her lot. . . . An amazing new world was opened for her development. . . . She was given a place in American business. Her character, her outlook, and even her appearance grew and blossomed in the new atmosphere. . . . And even more profound were the repercussions that were felt in marriage, and in family and social life.

"In 1870 there were 174 stenographers and typists. Of these only 8 were women. . . . These women were looked upon as daring pioneers who ventured into a realm belonging to man alone. . . . By 1930, however, 811,190 men and women found places in business as typists and

FROM TOP TO BOTTOM:

Main transcribing room in just opened National Gypsum Co. building, Buffalo, N. Y.

View of general office in this fine building.

Billing in the Machine Age, same building. (See other pictures of this building, page 49.)

stenographers. Of this number 95½% were women. . . . One office equipment invention alone—the typewriter—had launched nearly 800,000 women in business careers!

"In 1930 there were 482,711 women engaged as bookkeepers, cashiers, and accountants—jobs created by adding machines, bookkeeping machines, filing systems, record systems and other products of the office equipment industry. . . . Truly office equipment is responsible for the smart, alert business women of today, whose character, ideals and aspirations have affected women in all strata of the social order.

"Even more striking is the complete view of vocational opportunities created and the far reaching effects in American life. In 1900 there were twice as many people in the United States as in 1870 . . . but the number of clerical workers was 13 times greater.

"By 1910 the population had increased 21% . . . the number of clerical workers 71.8%. By 1920 the population increase was 14.9% over 1910 . . . but the number of clerical workers showed an increase of 81%. In 1930, when modern office equipment was generally in use, the population had increased 16.1% over 1920, while the number of clerical workers increased 29.3% . . . from 1900 to 1930, therefore, the population increased 61.5%, while the number of clerical workers increased 302.5%.

"Office equipment has indeed created well paid employment for young people of America and provided opportunity that never before existed . . . and, too, it has trained thousands of Americans to aspire toward higher standards of living, greater enjoyment and broader development of personality.

"—But there is broader significance.—It has greatly augmented the size of the group that makes America what it is today. . . . These are the people who acquire buying power above the bare necessities of life and thus provide employment for thousands of other Americans. These are the people who swing elections, create American tradition and determine the fate of styles, educational projects, amusements and products of industry."

An office of 1877, all complete with letter-press and guest towel

R. H. MACY & CO. PROCEDURE IN BUYING OFFICE EQUIPMENT and SUPPLIES

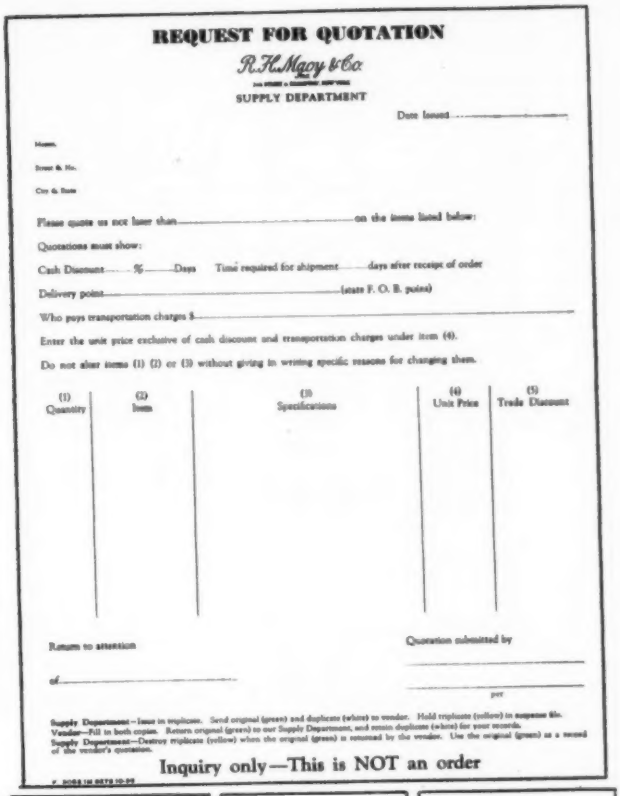
By William H. Greenleaf

Based on an Interview with A. F. Margolies, Manager of Supply Department and Supervisor of Methods and Systems

Simplicity in operation, buying control centered but adaptable to individual store needs, sound relation between store and public interest and an openminded-ness toward new ideas mark the spirit and the conduct of the Supply Department of R. H. Macy & Co., Inc.

Known wherever merchandise is intelligently bought and sold, the Macy organization comprises the four affiliated stores of R. H. Macy & Co., Inc., New York; L. Bamberger & Co., Newark; Davison-Paxon Co. of Atlanta; and Lasalle and Koch of Toledo. The manager of the Supply Department and the Supervisor of Methods and Systems is A. F. Margolies.

The two departments, separate in some functions,



REQUEST FOR QUOTATION

R. H. Macy & Co.

SUPPLY DEPARTMENT

Date Issued .....

Please quote us not later than ..... on the items listed below:

Quotations must show:

Cash Discount ..... % ..... Days Time required for shipment ..... days after receipt of order

Delivery point ..... (state F. O. B. point)

Who pays transportation charges $ .....

Enter the unit price exclusive of cash discount and transportation charges under item (4).

Do not alter items (1) (2) or (3) without giving in writing specific reasons for changing them.

(1) Quantity	(2) Item	(3) Specifications	(4) Unit Price	(5) Trade Discount

Return to attention

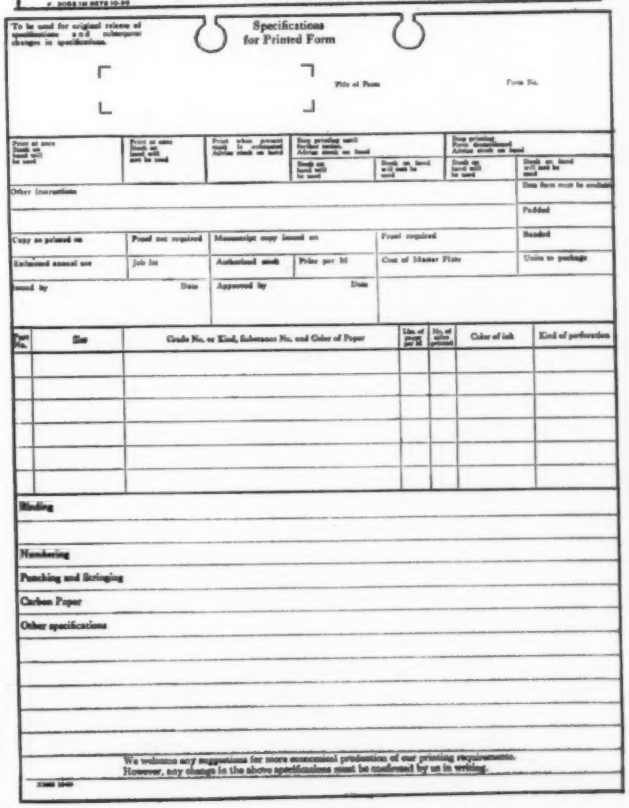
Quotation submitted by

of .....

per

Supply Department—Issue in triplicate. Send original (green) and duplicate (white) to vendor. Hold triplicate (yellow) in suspense file.
Vendor—Fill in both copies. Return original (green) to our Supply Department, and retain duplicate (white) for your records.
Supply Department—Destroy triplicate (yellow) when the original (green) is returned by the vendor. Use the original (green) as a record of the vendor's quotation.

Inquiry only—This is NOT an order



Specifications for Printed Form

To be used for original release of specifications and subsequent changes in specifications.

Title of Form Form No.

Print at once Stock on hand will be used	Print at once Stock on hand will not be used	Print when present stock is exhausted Advise stock on hand	Stop printing until further notice Advise stock on hand		Stop printing Form discontinued Advise stock on hand	
			Stock on hand will be used	Stock on hand will not be used	Stock on hand will be used	Stock on hand will not be used

Other instructions

Date form must be ordered

Padded

Copy as printed on	Proof not required	Manuscript copy issued on	Proof required	Bended
Estimated annual use	Job lot	Authorized stock / Price per M	Cost of Master Plate	Units to package
Issued by / Date		Approved by / Date		

Paper No.	Size	Grade No. or Kind, Substance No. and Color of Paper	Lbs. of paper per M	No. of sides printed	Color of ink	Kind of perforation

Binding

Numbering

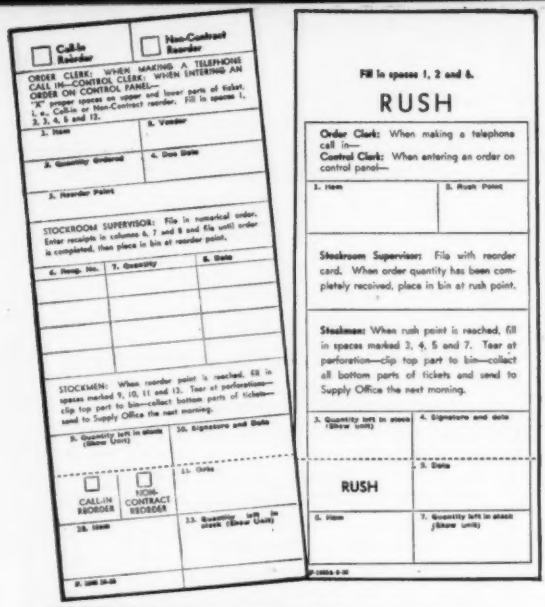
Punching and Stringing

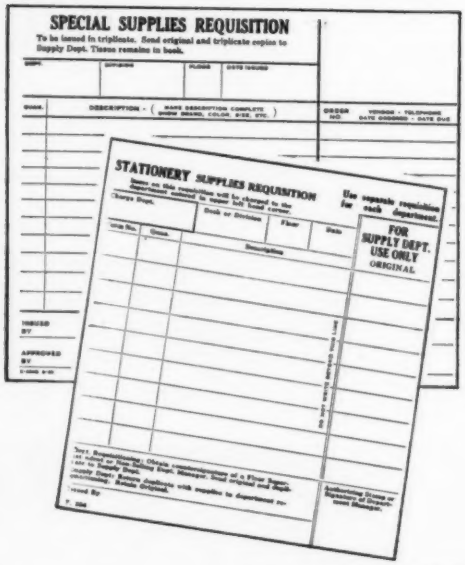
Carbon Paper

Other specifications

We welcome any suggestions for more economical production of our printing requirements. However, any change in the above specifications must be confirmed by us in writing.

Two Macy forms—request for quotation, and specifications for printed forms.





dovetail in others. The Department of Systems and Methods, regulating purchases of office quipment and supplies for the various stores and departments by guiding and observing usage of office materials, also supervises and guides the flow of work in the offices of this large corporation with an eye to economy of material and efficient use of personnel. For example, the Supply Department and the Department of Methods and Systems buy all supplies for the Advertising Department and supervise the use of those supplies, relating this department directly to other business activities of the corporation.

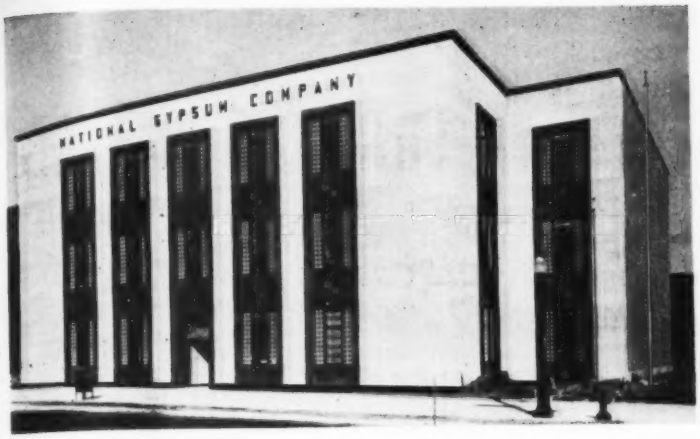
Keenly observant of trends in office equipment and supplies and applying the same tests of the famous Bureau of Standards, which have so long been an assurance to the public as to quality and value, to any products used by Macy offices in which length of wear is an item, the Supply Department wastes no time or energy on standard items whose quality has been long established. But other items whose background is not so well-established are tested, and with the same care where Macy's own use is involved as where the public interest is concerned. Standard papers whose rag content is well-established are accepted at their generally known and widely accepted value. In accepting the word of manufacturers, Macy's follows its sound desire to avoid cluttering up of its testing facilities and program.

A fundamental policy of the Supply Department which is alike helpful to a public with progressing ideas and intersts and to the corporation itself in its own office activities is the search for new ideas in office method and material and a generous receptivity to the suggestions of manufacturers, both those long established and those of recent growth. Two open buying periods a week, of two fixed hours each, represent the Macy "open door" policy, although they do not limit the opportunity for additional contributions of suggestions and information from the makers of new or improved merchandise. A striking open-mindedness in the consideration of products and ideas, safeguarded by testing facilities, keeps Macy's, the purveyor to the public, and Macy's, the actual user of supplies, fully aware of conditions in each contacting industry and of developments in merchandise itself.

Buying policies in general are reflected in current store policies. For instance, the period for which merchandise is bought depends on the general program adopted from time to time by store management. This applies to office supplies for store use as well as to supplies for consumer purchase. Market conditions are naturally reflected in this purchase period policy.

Samples of some other forms used at R. H. Macy & Co.

(*Turn to Page* 66)



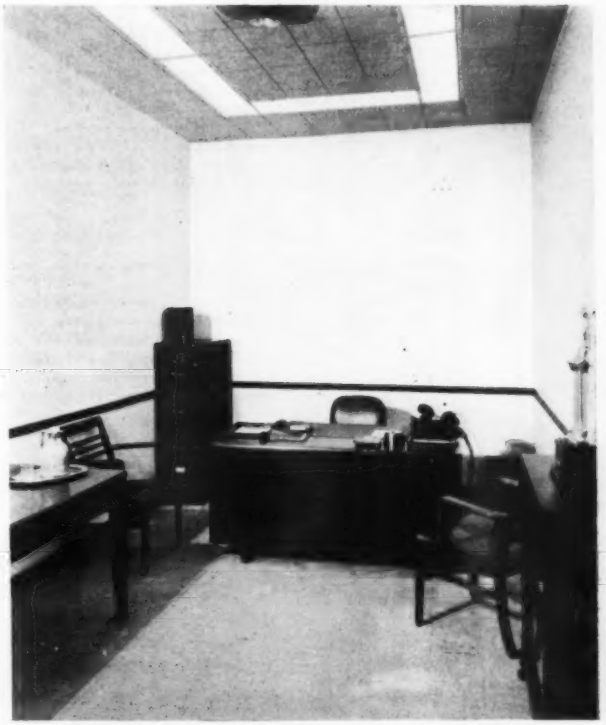
NATIONAL GYPSUM CO.'S new office headquarters building, Buffalo, N. Y., air-, sound- and light-conditioned, constructed to a great extent with materials from the company line of related wall and ceiling products. Facade is buff limestone, with dark red granite trimmings, glass blocks and bronze ornamentation. Architects are Backus, Crane and Love; general contractors, George W. Walker, Inc.; and decorator, John W. Ullmann, Jr., all of Buffalo.

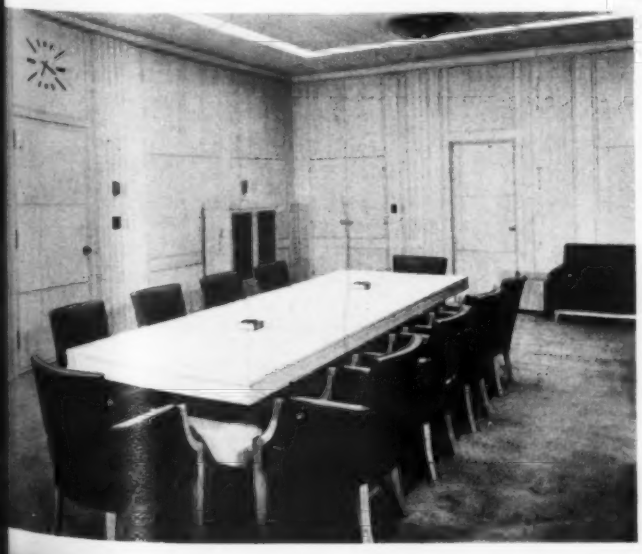
IN NEW NATIONAL GYPSUM COMPANY OFFICES

LEFT: MAIN FLOOR LOBBY, showing display room at right.

BELOW: TYPICAL EXECUTIVE OFFICE for department heads and similar executives in the building.

BELOW: DIRECTORS' ROOM on second floor, done in solid bleached oak panelling. Specially designed furniture is also bleached oak. Carpeting is tawny gold, harmoniznig with greenish cast of walls. Chairs covered in green leather, with gold piping. Gold mohair curtains.





DESKS in general offices: Standard Furniture Co. (for the most part equipment from the old building, refinished in silver gray). FURNITURE in offices of president and vice-president in charge of sales, director's room, first and second floor lobby, display room, executive sales corridor, and president's secretary's office: W. & J. Sloane. CARPETS: Bigelow Sanford. FILES: Art Metal Construction Co. TYPEWRITERS: L. C. Smith & Corona, Inc. BILLING MACHINES: Burroughs. TABULATING MACHINES: Remington-Rand. PLUMBING: principally Crane fixtures. LIGHTING: G. E. fluorescent lamps. AIR CONDITIONING: York Refrigeration Co. AIR CONDITIONING CONTROLS: Johnson Service Co. of Milwaukee.

(For other pictures, see page 45)

FOR THE OFFICE

ABOVE

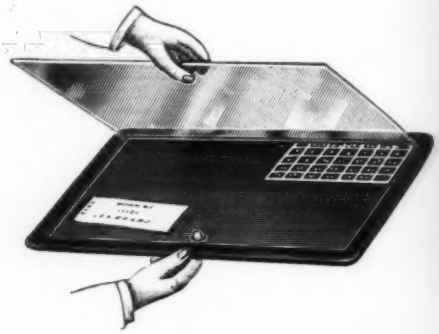
PLASTIC DUPLICATING MAT. Years of chemical and physical research have gone into development of Lithomat and Photomat, new plastic lithographic mats introduced by Lithomat Corp., 170 Summer St., Boston. With metal shortages pressing lithographic industry hard, these mats simplify entire planographic process. Photomat is made of strong plastic mat, can be sensitized to receive photographic images; Lithomat is flexible, translucent for easy tracing, easiy stored and reused. Photomat comes in all sizes required by commercial lithography. A direct image mat, Lithomat is available for all types of duplicating machines. Advantages claimed for it by manufacturer include: flexible plate, light, long-wearing, easy handling; takes original drawings, direct tracings, direct typing, direct transfers from typed plates. For office duplicating, Lithomat is easily clamped on standard offset duplicating machine. Cut shows Joseph E. Gilligan, general manager of Lithomat Corp., inspecting sample of work on standard 10x15 offset duplicator. Complete information available on request to company.

BELOW

BOTH HANDS ARE FREE for writing, paper handling, or smoking when cradle telephone is equipped with Hold-the-Phone. This new, resilient device is easily attachable and adjustable, speeds up long telephone conversations and adds to user's comfort. Manufactured by Hold-the-Phone Co., this product is sold by Horder's Inc., Chicago, and distributed to office supply dealers by Associated Stationers Supply Co., Chicago, and Bainbridge, Kimpton & Haupt, New York. Selling price is $1. Originally made of rubber, Hold-the-Phone now appears in non-restricted material.

BELOW

GLASS DESK PADS, newly designed, constructed of non-critical materials so that no priority is needed to order or sell. Made of Lyno board in green, brown, or maroon with ¾ inch frame of same material all around. Corners and edges are smoothly rounded; back is covered with felt. Convenient lifting arrangement allows glass to be raised for changing papers. Overall size 19¾x24¾; glass size 18x24. Available with ¼ or ⅛ inch glass at $3.50 and $5 list; may be ordered individually packed ready for reshipment at small extra cost; otherwise pads are packed six to box. From Geo. E. Fox & Co., 412 Orleans St., Chicago.



BELOW

VER/TABS FILE HOOKS are a new article designed to speed up filing. They become permanent part of filing system, conserve drawer space, eliminate follower block, last indefinitely, and increase orderly preservation of systems. Ver/Tabs hold folders erect constantly, permit them to remain open (see cut) ready for reference or filing. Hooks attach to back leaves of file folders, require space of about ¼ inch between side of drawer and cabinet wall. Survey shows that Ver/Tabs are adaptable in about 90% of file installations. Manufacturer especially recommends use in active files for easy working, reduction of mis-filing to minimum. From Ver/Tabs, 723 7th Ave., New York.

THESE ARE NEW

ABOVE

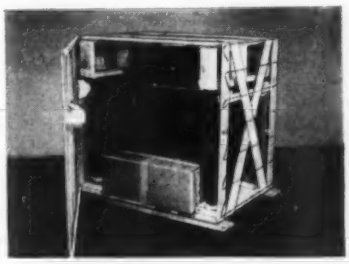
NEW VICTORY DESK. J. F. Friedel Co., Syracuse, N. Y., has developed this desk fabricated of Masonite. Lightweight, inexpensive, strongly constructed, desk has no glued joints; all parts are replaceable. Sealed pedestals make drawers dust-proof; metal drawer pulls give appearance of regular steel desk. Non-spillable drawers sliding on central center guides move easily, quietly. Tilt-top available at extra cost. Model is manufactured in three sizes: 32x60 inches, 32x48 and 24x48; and in three colors: olive green, light grey, dark brown. Lacquer finish and Masonite top offer hard writing surface which will not mar or pit. Shipment is made semi-knocked down in four units: right and left pedestals and knee hole units are assembled.

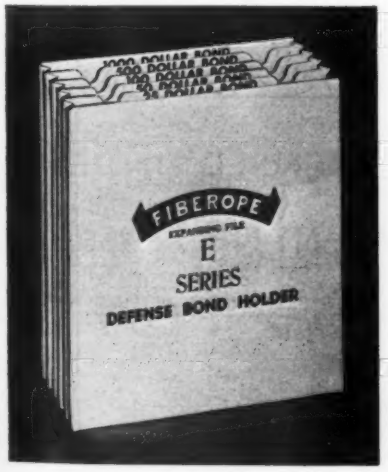
ABOVE

UNSPILLABLE INK BOTTLE. In defiance of gravity, ink stays inside Carter's new Dip-well thanks to "magic" of new bottle closure which The Carter's Ink Co., Kendall Square, Boston, has recently introduced as feature of its new package. Pen receiver part is equipped with tiny valve which closes automatically when pen is withdrawn; spillage and evaporation are thus avoided. New package unit contains two of Carter's standard cube bottles of ink and the special pen; patented closure is threaded on standard bottle. Shown here is deluxe Dip-Well which comes packed with similar combination of merchandise with base and cover to fit Carter bottle instead of second bottle. All this fits into telescope set-up box printed in red and black on white.

BELOW

NEW PACKING CONTAINER makes moving and shipping easier and safer. When cumbersome old-type crates proved inadequate for shipment of these office machines, General Box Co., Chicago, designed this new container for that specific problem. It immediately paid dividends in weight saved, man-hours conserved, effort reduced, and costs decreased. General's laboratory-planned pack consists of a one-piece, wrap-around mat, specially designed skid bottom, crate top, and cuts tare weight 48 pounds. In these days of expanding and moving offices, the General crate saves time and makes handling easier without reducing machine protection.





LEFT

EXPANDING BOND FOLDER. This new product is designed especially to hold United States War Savings Bonds. Expanding file has separate partitions arranged to hold entire "E" series of bonds. Made of standard brand Fiberope material, gussets fully cloth covered for durability. List price is $1.50. From Federal File Envelope Co., 7 Federal Court, Boston.

RIGHT

NEW HEKTOWRITER RIBBON. So that hektowriter machine operators can thread and re-thread ribbon without smudging hands, Old Town Ribbon & Carbon Co., 750 Pacific St., Brooklyn, N. Y., has perfected its new Hi-Test Perfectwriter Ribbon with long "clean" strip at each end. Strip, yard in length, is clear uninked paper (not pasted), permits handling spirit carbon ribbon without touching inked section.

ACCENT ON

ABOVE

TARIFF FILE INSTALLATION of Oxford Pendaflex, product of Oxford Filing Supply Co., 348 Morgan Ave., Brooklyn. E. W. Curry Co., progressive Pittsburgh office supply dealer, installed bank of 90 files shown for Traffic Department of Pittsburgh & Lake Erie Railroad as well as Pendaflex folders in bank of 60 files for Jones & Laughlin Steel Co. Filing of railroad, freight, and steamship tariffs, varying in thickness from single sheet to bulky volume, have always presented filing problem. Oxford Pendaflex folders hung by top edges instead of sitting on bottoms provide ease of shifting which relieves file clerk of considerable exertion; filing procedure is thus effortlessly speeded.

BELOW

DUROL TYPE CLEANER introduced by Reliance. This product, used for cleaning type and platens, is packaged in 3 and 8 ounce size Maryland-blue bottle with sealer on cap to prevent evaporation. Each bottle has individual applicator. Quart and 16 ounce sizes are available as refills for larger users. Durol is designed to aid better maintenance of typewriters and office machines; servicing for longer life will be feature of Durol literature, displays, dealer sales-aids. Further information on "test cleaning plan" of sampling on request to Reliance Pencil Corp., Mt. Vernon, N. Y.

BELOW

NEW MEMO SHEET BOX. This is Zephyr-Pak, handsome and colorful box made of new Victory plastic called Zephyrtex, strong as well as attractive. Product is good illustration of how progressive manufacturers overcome today's handicaps and assure retailers of saleable merchandise. Zephyr-Pak, manufactured by Zephyr American Corp., 31 W. 47th St., New York, will be made, at start, in walnut and olive green and will retail for 69 cents, including 230 3x5-inch refill sheets.

LICENSED UNDER

PATENT No. 2,095,437

ABOVE

METAL TAG SUBSTITUTE. A new product, designed as substitute for name plates, metal tags, identification, patent number, and instruction tags, is Kum Kleen, developed and manufactured by Avery Adhesives, makers of well known Avery Kum Kleen self-adhesive price labels, 451 E. 3rd St., Los Angeles, Cal. Product adheres permanently to any smooth surface including glass, plastics, metals, enamel, varnish and wood. Applied without moisture, adheres even when exposed to high temperatures, changing climatic conditions. Important advantages of Kum Kleen are elimination of need to drill, tap, or rivet in application, and permanence of metal tags.

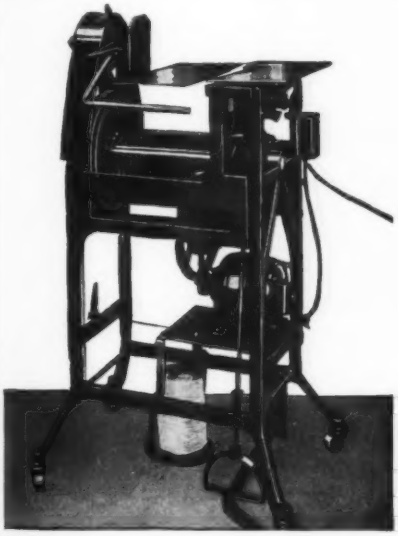
THE PRACTICAL

BELOW

PACKAGE TYING MACHINE makes rubber bands unnecessary. This handy office machine, manufactured by B. H. Bunn Co., 7605 Vincennes Ave., Chicago, ties cancelled checks, statements, currency, mail, street car transfers, lollipops, and a hundred other items. Three or four times faster than hand tying, operation of the Bunn can be mastered in a matter of minutes. Ties 20-30 packages per minute; varying sizes require no change in adjustment. Casters allow machine to be moved about readily. Ten-day free trial on request to company; state voltage.

ABOVE

AIR RAID FIGHTERS TRUCK. Recognizing industrial need for a portable holding rack or truck where essential air raid protection equipment can be kept in one easy-to-get-to place ready for rapid transit to any part of plant or office, Palmer Shile Co., Detroit, Mich., designed and built this truck. Of all-metal welded construction, it measures 48 inches long, 24 wide, has spaces partitioned off for sand pails, water cans, fire extinguishers, axe, shovels, rake, etc. Metal box with hinged lid holds asbestos gloves, goggles, first aid kit, and small supplies. Truck has four ball-bearing, rubber-tired wheels, is painted bright fire-department red for easy locating when needed.

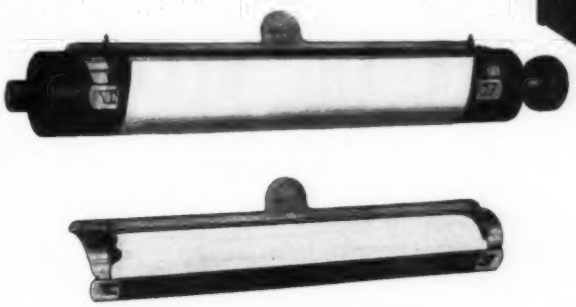


RIGHT

CLIPBOARDS ON DISPLAY. Here is a selection of Service clipboards designed to lighten the load of draftsmen, engineers, students, industrialists and others having a need for sturdy boards for note-taking, checking, field or factory work. Manufacturer of these boards is Service Industries, Inc., 2025 S. Calumet Ave., Chicago, which also produces Service portable drawing board sets, and Service Lapboards.

RIGHT

FOR CONTINUOUS FORM WORK. This is Dupli-Typer, designed to increase production and reduce costs in continuous form work. Dupli-Typer is light steel frame resting on typewriter platen and carrying inked ribbons positioned between forms. As each set of forms is completed, rolled forward, torn off, Dupli-Typer ribbons remain in typing position ready for immediate use on next set. Can be used for continuous form work of original plus one to four copies. Complete information on request to manufacturer, Dupli-Typer Co., 460 4th Ave., New York.



LEFT

FLUORESCENT LIGHT for stenographers. By WPB Order L-78 portable fluorescent fixtures cannot be sold after June 2, 1942, except on A-2 priority rating or better. Copy Right Mfg. Corp., 53 Park Place, New York, urges purchasing agents to contact it at once regarding need for fluorescent Copy-Lite desk lamps to "Keep 'em Typing" in comfort and without eye-strain wherever artificial light is needed.

RIGHT

NEW GENERAL FIREPROOFING CATALOG. Shown here is latest catalog issued by General Fireproofing Co., Youngstown, O. This contains complete information on firm's line of filing supplies including guides, folders, cards, labels, inserts and all other material necessary for any type or size of requirement for filing or finding business papers. Besides samples of line attractively shown in color, catalog contains complete instruction on indexing and handling various filing systems.

A well-equipped reception room, to control and direct the flow of visitors, is a prime requisite of the war-time office.

SERVICE DEPARTMENTS IN THE OFFICE LAYOUT

By Kenneth H. Ripnen
of Kenneth H. Ripnen Co., Inc.

★ The rapidity with which offices have to be planned and built these days makes more than ever necessary check and double-check not only of the functional departments of the office layout, but of the service departments and facilities as well—if the office is to go into action as a smoothly running unit.

I am reminded of an office layout project, where a firm employing more than a hundred people moved during a week-end, planning to occupy the new offices on the following Monday morning. Everybody was to walk in at the new address and get right to work.

But in the rush, coat hangers were forgotten for the coat room racks, and the result was appalling. By 9 o'clock, men's and women's coats were piled on the floor in the coat rooms, and at desks and chairs throughout the offices.

It will pay to check against any new office layout the following list of service departments and facilities, typical of the average corporation's service requirements:

1) *Reception Room* should be adequate in size, with receptionist's desk facilities, telephone, telephone booth, and ample visitors' seating capacity.

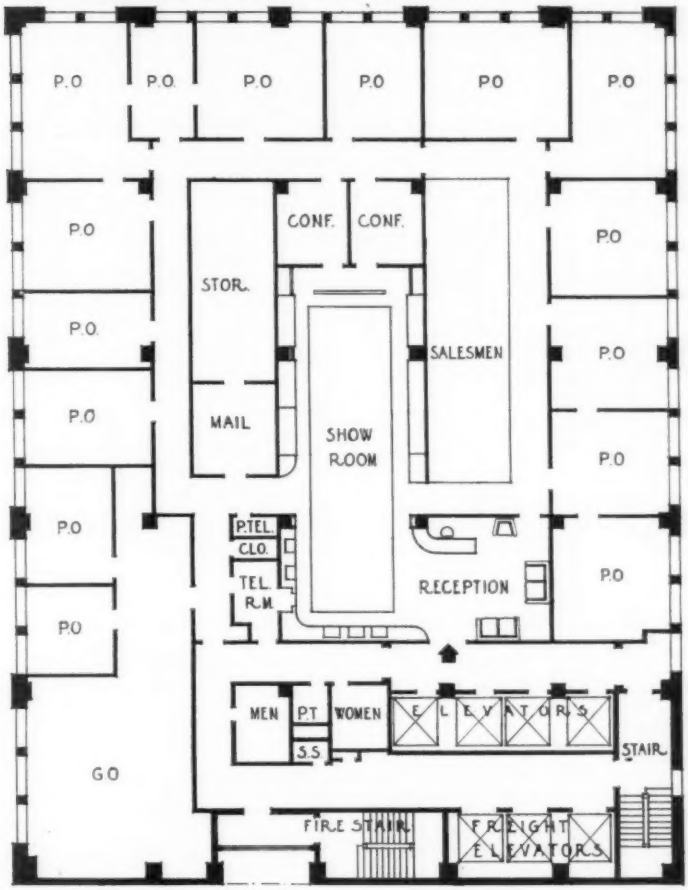
2) *Switchboard Room* should be planned with proper ventilation and lighting, and provision for expansion.

3) *Conference Room and Interviewing Rooms.* These days, an organization meeting room and visitors' rooms should be planned for the office layout. Visitors' rooms for department heads and for office workers who might interview callers without bringing them into the office layout proper.

4) *Coat Rooms* for both men and women should be planned with good ventilation and natural light, if possible. Proper ventilation is a great help

WELL CO-ORDINATED LAYOUT

In this office the various service features have been carefully planned. Stationery and transfer storage space adjoins the mail room, in which room is also the reproducing department. In the telephone room are also the telegraph call boxes. The general office space in the lower left corner of the layout provides for stenographic and file departments. Two conference and interviewing rooms are provided. There is a showroom for products display and well-placed reception facilities. Public telephones are centrally located at two points in the layout. Clocks are spotted conveniently, as are water-coolers, and there is cleaner's closet space on the corridor leading from the freight elevator. This organization occupies several floors and cloak and rest room facilities are on a floor other than that shown.



in drying of clothing in rainy weather. Space for expansion should be provided in this section of the office.

5) *Rest Rooms* for women, properly ventilated, convenient to toilet and coat room facilities.

6) *Mail Department,* with adequate room for accessory equipment in addition to sorting racks and wrapping tables.

7) *Stationery Room,* if under the care of the mail boys, should be planned close by and with sufficient space for laying out unpacked materials in cartons and cases.

8) *Dead Storage* space for storage of office equipment, executive personal items, and certain office records, and for repair of equipment.

(*Turn to Page* 62)

WOOD TO THE RESCUE!

RIGHT

HORDER'S FORTYNINER is new composite wood file using only 2.7% metal announced by Horder's, Inc., Chicago distributors of office supplies and business equipment, immediately following government orders halting metal office furniture production. Says E. Y. Holder, president and founder, "I don't believe a four-drawer file can be made with less than the 37 ounces of metal in the Fortyniner." Ten fibre rollers support each full suspension drawer. Details were developed by Horder's Merchandise Development Division; file is now in production at an Indiana factory. Orders may be placed directly with Associated Stationers Supply Co., Jefferson & Quincy Sts., Chicago.

LEFT

ASCO METROPOLITAN WOODMASTER, designed by Art Steel Sales Corp., 300 E. 145th St., New York, to conserve steel for arms. Sturdily built, wood, this new file is available in four-drawer letter and legal sizes. Built of air and kiln-dried poplar, free of flaws, model is designed for active filing departments and executive offices—a war file to stand up under wartime needs. Frame is ASCO reinforced wood-weld, lap construction, dovetailed front and back; corners are also dovetailed. Equipped with improved ASCO progressive aero steel suspension, plastic hardware with bronze finish, locking device fitted with Yale paracentric automatic lock.

LEFT

NEW WOOD FILE. This is the Recruit, new line of wood filing cabinets manufactured by Globe-Wernicke Co., Cincinnati, O., in letter and cap sizes. Finished in medium dark green, Recruit is well made of selected hardwoods and contains same cradle type drawer suspension found in G-W's best filing cabinets. Drawers glide easily on ball bearings. Plastic trim is designed to blend with file. Follower is of wood with metal mechanism and operates on metal track. General Sales Manager H. C. Anderson points out that first vertical letter file was made of wood by Globe-Wernicke and is now in the Smithsonian Institute, Washington.

RIGHT

VICTOR WOOD FILE. Quietness and smoothness of operation as well as durability and pleasing appearance feature this new wood file known as the Victor, recently announced by Victor Safe & Equipment Co., Inc. Made of selected hardwood, it has smoothly operating suspension equipped with ten broad-faced hardened fibre rollers. File is 51 inches high, 28 deep outside; size and finish are designed to intermember perfectly with Victor steel files. Hardware is plastic. Victor offers these files in four-drawer height, letter and legal sizes. Details on request to company's home offices, North Tonawanda, N. Y.

THESE SERIOUS DAYS:

MAKE SURE YOU HAVE

PERMANENT RECORDS!

For tax reasons, for company safety—*DON'T* risk your records to any writing fluid that can smear or wash out under fire hose, flood, sprinkler wetness, cellar dampness, or burst water pipes!

It's just plain insurance to make records in Permanent SKRIP—the ONLY non-sediment-forming Red and Black (or blue-black, or blue) PERMANENT writing system! It lasts as long as the paper itself! Standardize on Permanent SKRIP and be sure! . . . W. A. Sheaffer Pen Company, Fort Madison, Iowa.

Use QUICKMAIL COUPON No 20

SHEAFFER'S PERMANENT Skrip

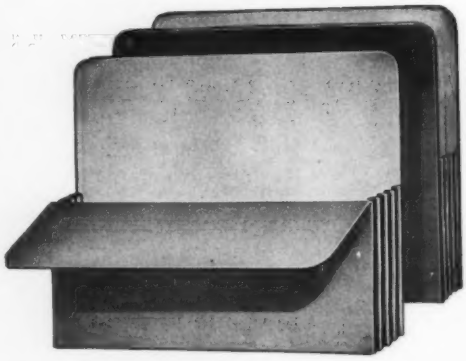
Help to Conserve!

BUY Leatheroid QUALITY PARK ENV. CO.

FILE POCKETS!

They last for years, and withstand hard usage.

★ ★ ★



Made in legal and letter sizes with 1¾", 3½" and 5¼" expanding gussets.

Quality-Built Leatheroid File Pockets are the most logical containers for filing bulky correspondence, orders, contracts, legal files and grouped letters. They expand to hold unusual bulk of papers, yet stand erect in the file for easy, quick reference.

★

Ask your Stationer or use QUICKMAIL COUPON No. 13

★

QUALITY PARK ENVELOPE CO.

General Office & Factory
Quality Park
St. Paul, Minnesota

Chicago Office and
Warehouse
11-116 Merchandise Mart

NY-NOMA ELECTS OFFICERS, DIRECTORS

At its final Spring meeting May 20th, the New York Chapter, National Office Management Association, unanimously elected the following officers and directors: president—Charles F. Hohweiler, Crown Zellerbach Corp.; first vice-president—Horace J. Brogley, Johnson & Johnson; second vice-president—L. A. Griffin, Johns-Manville, Inc.; corresponding secretary—Robert J. Hancock, Central Hanover Bank & Trust Co.; recording secretary—Miss Edith Harper, Scott Foresman & Co.; treasurer—Frederick Ahlers, Kings County Lighting Co. Directors (one year)—Arthur J. Amberg, A. J. Amberg Business Equipment Corp.; H. G. Johnstone, Western Electric Co.; A. J. McCrickard, Dictaphone Corp.; E. J. O'Neill, Consolidated Edison Co.; G. L. Stone, Position Securing Bureau, Inc.; Mrs. M. C. Wigand, Remington Rand, Inc. Directors (two years)—Dwight F. Bracken, Fordham University; Mrs. A. R. Menzies, Columbia University; E. F. Rose, Equitable Life Insurance Co.; W. D. Sked, Marsh & McLennan; H. M. Willgohs, J. J. Newberry Co.; R. T. Hansen, Columbia Mills, Inc.

Committee chairman reported activities for the past year and showed the chapter to be in flourshing condition with the largest membership of the fifty chapters in the United States and Canada (first chapter to enroll over 200 members). During the year the New York chapter has purchased three $25 bonds for awards and a $500 bond as an investment. At the May meeting A. J. McCrickard, chairman of the midwinter "Unity Night," turned over a hundred dollar check to Miss Mae Sweeney of the USO as a further contributon to the nation's war effort. To assist peaceful progress even in the midst of war, the chapter has established two scholarships for study in office management at New York University.

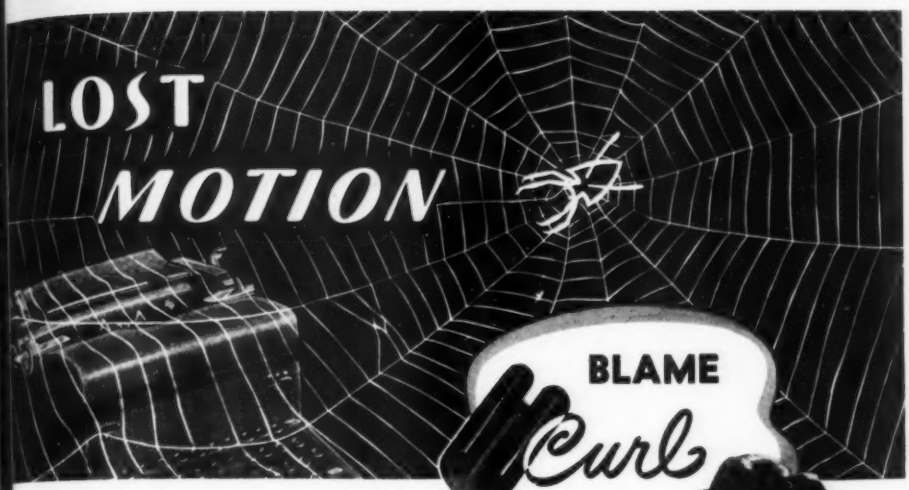
Dr. Coleman Maze, professor of management, NYU, and first vice-president of NOMA, was the speaker of the evening at the May meeting and discussed "The Duties and Responsibilities of Office Management Today." Leon C. Stowell, executive vice-president of Underwood Elliott Fisher Co., was chairman.

OPA CLARIFIES TYPEWRITER RENTALS

Any person or business needing a typewriter is entitled to rent a used office machine or new portable directly from any dealer, according to a recent announcement by the Office of Price Administration in a clarification of typewriter rationing regulations. Under the rationing order which went into effect on April 20, new and used typewriters cannot be purchased outright except through rationing certificates. It has been pointed out, however, that a supply of machines is available for unrestricted rental, subject only to the right of OPA to recapture rented machines should defense needs later require such action.

NOMA CONFERENCE IN ATLANTA NEXT MONTH

Plans have been completed for the twenty-third annual conference of the National Office Management Association, to be held June 8-10 in the Atlanta Biltmore Hotel, Atlanta, Ga. Subjects listed in a program preview recently issued include war-time personnel problems, waste control, air raid protection, priorities, and other timely problems of office management. On the conference program, besides regular business sessions, will be an old fashioned southern barbecue with hill-billy entertainment, an Early Birds' Reception with Negro spirituals by the Big Bethel Colored Choir, and the association's annual banquet, as well as numerous committee, board, and council meetings. This is the first time NOMA has held its annual conference in the South.



BLAME
Curl
NOT GIRL

Smashing office rhythm. Irritating typists so they make mistakes. Holding back the flow of communication between management and those who carry out its orders. . . . Carbon paper that curls may cost far more than you realize. That's why . . .

It pays to give your typists DAWN
OLD TOWN'S AMAZING NEW CURLPROOF CARBON

DAWN gets the job into the machine quicker . . . turns it out neater. Saves time. Saves temper. Saves mistakes. REASON: DAWN STAYS FLAT, never curls, is easy and clean to handle. Try this *speedy* carbon. For test samples write OLD TOWN RIBBON & CARBON CO., Inc., foremost makers of ribbons and carbons for every use. Address Dept. D-4.

Every sheet of OLD TOWN carbon trade-marked and GRADE-marked. Know what you buy . . . get what you pay for.

OLD TOWN *Ribbon & Carbon Co., Inc.*

"MAKES A GOOD IMPRESSION"

General Offices and Factory: 750 Pacific Street • Brooklyn, New York

CARBON PAPER • "Old Town" AUTHORIZED DISTRIBUTOR • TYPEWRITER RIBBONS

Ask your office supply dealer.

Use QUICKMAIL COUPON No 30

"By Request"...

CARTER

Announces a Complete New Line of 15¢ INKS!

(IN SMART NEW "OVALS")

Announced a year ago, Carter's American Blue in the new, streamlined oval bottle made an instant hit all over the country. Dealers and their customers liked the gay red, white and blue label. They liked the ink and the convenient, dressy bottle that keeps its new look even when much of the ink has been used. From almost every state in the Union came suggestions and requests for other Carter Inks in this up-to-the-minute bottle—and here they are. Carter announces this newest line with confidence and pride.

Streamlined! Colorful!

This black-and-white picture gives you only a faint idea of how gay and colorful the new Carter picture labels are. They're done in full color like real posters. Your customers will like the names and the new rich tones of ink. Carter's ovals come in Midnight Blue-Black, Midnight Black and Washable Blue, and in Hunting Red, Forest Green, Beaver Brown, Tulip Purple. And there's a stunning new coal-black ink, too—Carter's Raven Black.

At a Glance—

The same streamlined bottle which made such a hit with Carter's American Blue. Full two and a half ounces of brilliant new inks, deeper in tone, richer in color, and of course smooth writing with either fountain pens or dip pens.

Wide mouthed bottles with ink-tight metal screw-caps. Retailing for 15¢, the best looking line of 15¢ inks you ever saw.

Attractive, full-color cartons to match the gay poster labels of this new Carter family.

PHILIP D. WAGONER

CLYDE JUNGBLUTH

W. C. HORN

OFFICE EQUIPMENT INDUSTRY JOINS FUND DRIVE

Six hundred New York office equipment dealers are being recruited in support of the Greater New York-USO-Joint War Appeal which recently opened its campaign for a war fund of $4,450,000. The city's quota, largest community budget in the national USO drive for $32,000,000, is to be expended in behalf of the nation's combat forces when off duty. Approximately $500,000 of the city's quota has been allocated to the New York City Defense Recreation Committee and its twelve affiliated organizations now providing for some 250,000 service men monthly.

Organization of a group of sales managers who will enlist the dealers' industry in the drive was completed in the office of Underwood Elliott Fisher Co. where Clyde Jungbluth, vice-chairman of the group, outlined the appeal program. Among those in the industry who have already enlisted for active participation are Philip D. Wagoner, UEF president, chairman of the office equipment group; W. C. Horn of W. C. Horn Bros., and R. K. Ferguson, St. Regis Paper Co.

"Our branch of the industry must do more than it did a year ago," Vice-chairman Jungbluth said at the meeting. "While our quota calls for $30,000, there is to be no limit on the amount of contributions we may raise." Although the USO campaign will not end until July 4th, Mr. Jungbluth said it was important that dealers meet their quota by June 1st so that the USO may proceed with its program of adding to the 700-odd clubs and mobile units now being maintained in this country and overseas.

NEW DEFENSE BULLETIN

Essential safety equipment for plant protection and public safety departments is completely described in a new eight-page illustrated bulletin recently issued by Mine Safety Appliances Co., Braddock, Thomas, and Meade Sts., Pittsburgh, Pa. In addition to gas masks, inhalators, asbestos suits, first aid kits, stretchers, and the like, the bulletin introduces three new M.S.A. items: steel helmet, first aid belt, and combination traction splint. Copies are availble on request to the company.

ANNUAL CREDIT EXECUTIVES CONFERENCE

Credit executives associated with manufacturers selling stationery, office and school supplies, and kindred lines, will attend their sixteenth annual conference June 24, 25, and 26 at Hotel Breakers, Cedar Point-on-Lake Erie, Sandusky, O. National chairman is R. Guy Echols, assistant secretary-treasurer, American Crayon Co., Sandusky. Speakers of wide reputation will discuss problems of timely interest; opportunity will be afforded for beneficial exchange of opinions with fellow credit managers. Further information is available from Eastern Chairman J. P. Templeton, secretary, Joseph Dixon Crucible Co., Jersey City, N. J.; and from Western Chairman A. H. Mueller, credit manager, Associated Stationers Supply Co., Inc., Jefferson & Quincy Sts., Chicago.

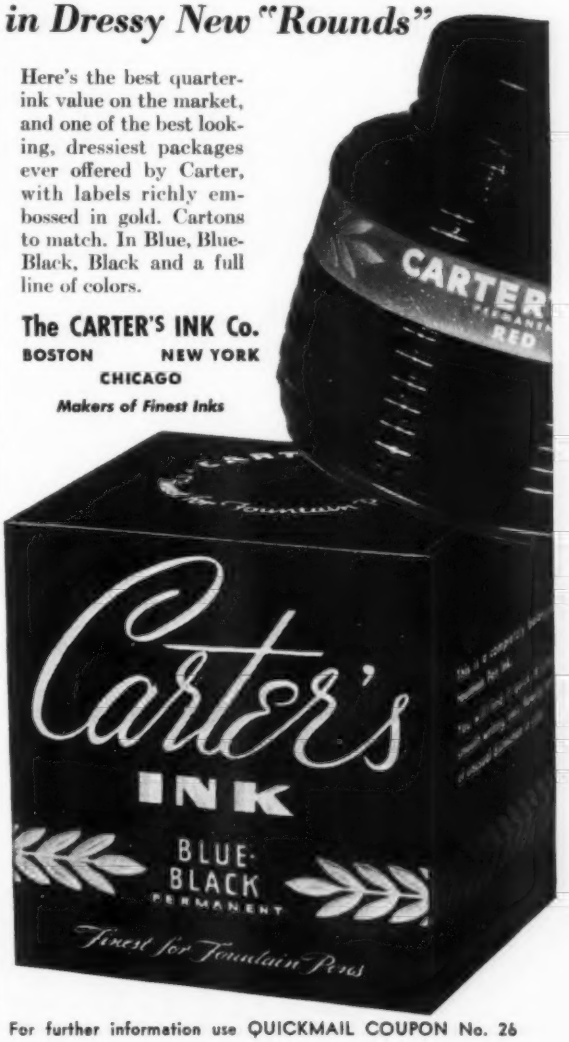
And a new companion line of

25¢ CARTER'S INKS

in Dressy New "Rounds"

Here's the best quarter-ink value on the market, and one of the best looking, dressiest packages ever offered by Carter, with labels richly embossed in gold. Cartons to match. In Blue, Blue-Black, Black and a full line of colors.

The CARTER'S INK Co.
BOSTON NEW YORK
CHICAGO
Makers of Finest Inks



For further information use QUICKMAIL COUPON No. 26

A BLIND MAN

WITH A TIN CUP

ISN'T *Selling* PENCILS!

He's appealing to sympathy. And not many commercial firms waste much sympathy on the stationer. So—when you buy pencils be sure you get pencils that are not only right in price but have the quality to do the job you expect them to do.

TRIBUNE is such a pencil—ready to serve your business needs in a business-like way—with economy and efficiency. Even if you have heard everything there is to hear about pencils, we think you will like Tribune *and* the whole line of Staedtler pencils. Put it up to us to prove it—or ask your dealer—now! Or use Quickmail Coupon No. 27.

—And We Can Make Deliveries!

J. S. STAEDTLER, Inc.
Better Pencils for Every Purpose
53-55 Worth Street New York, N. Y.

STAEDTLER
PENCILS

SERVICE DEPARTMENTS

(*Continued from Page* 55)

9) *File Department* should be centrally located in the office layout to serve all departments conveniently. This section should be well lighted and ventilated.

10) *Transfer File Department*, located close to the central file department, or as a part of this department. During these days, when the government requires so many records for reference, this department is important.

11) *Stenographic Department*. Good light and ventilation is required here, as this department is vital in speeding up the flow of office work.

12) *Reproducing Machine Department* should be close to that section of the office under whose supervision the work is done—usually, the stenographic or mail section. Adequate light and ventilation should be provided for this department.

13) *Western Union or Postal Telegraph Call Boxes* are usually located convenient to the mail department, telephone operator, receptionist, or stenographic department.

14) *Clocks* throughout the office at convenient locations.

15) *Water Coolers or Fountains*, conveniently located throughout the office.

16) *Cleaner's Closet and Slop Sink* and storage of waxing machines and office maintenance equipment under lock and key, centrally located in the office layout.

17) *Time Clocks*, located at or near the employees' entrance to the office.

18) *Interoffice Communication Facilities* as part of the telephone plan or as additional equipment.

19) *Restaurant Facilities and Employees' Lounge*, especially where the office is located in a rural community.

When the service facilities of the office layout are given adequate consideration as to space, light, ventilation, and planning, the operation of the organization as a whole is improved, as well as the operation of the service departments themselves.

REPRINTS OF RIPNEN ARTICLES

The stock of reprints of articles by Kenneth Ripnen which have appeared in this magazine has been exhausted by heavy demand from readers. A new stock is being made up to include the articles listed below:

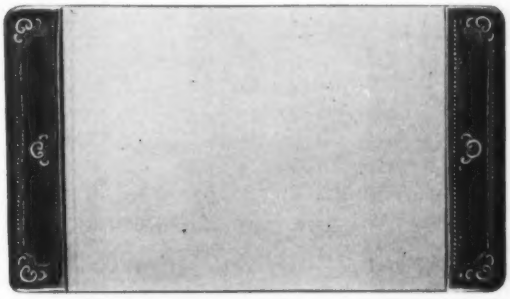
- Layout and Equipment of the Modern Office
- The Space Factor in Planning the Office Layout
- Location Studies for Office Layouts
- Creating the Office Layout
- Atmosphere in the Office Layout
- Standardizing Equipment in the Office Layout
- Standardizing Floor Covering in the Office Layout
- Partitions in the Office Layout
- Standards in Office Layout

Each reprint is priced at 10 cents. Address requests to OFFICE EQUIPMENT DIGEST, 260 Fifth Ave., New York.

HEADS VARI-TYPER'S CAPITAL OFFICE

G. James Farmer, formerly general sales manager of Ralph C. Coxhead Corp., maker of the Vari-Typer composing machine, has been appointed vice-president and head of the company's office in Washington which is expanding to meet increased government needs. Since April 1 the office has occupied new and larger quarters in the Evening Star Building.

Here is Beauty plus Economy . . .



The Executive Type

Million Dollar

DESK PAD

Embossed, simulated leather panels . . . stiff back.
Size: 20" x 34".
Color: Brown.
Packing: 12 pads to a carton.
Blotter Included

A STACO Product Sold Thru Dealers Only

1.80 Each List Price . . .

Manufactured by

Stationers Specialty Corporation . . . 19 W. 21st St. . . New York City . . .

To answer the above ad use QUICKMAIL COUPON No. 62

In Pace with

THE RECORD KEEPING NEEDS OF THE NATION

GENUINE *Trussell*

LOOSE LEAF BOOKS

Always in the vanguard with record keeping books and binders that meet the modern needs of the business and social world.

Over 35 years of pioneering and originating better merchandise that has won the confidence and support of dealers and customers everywhere.

A reputation for quality of materials and workmanship that means ready consumer acceptance and a record of dealer cooperation that the personnel of the company strive to maintain.

Dedicated to progress, improvement and dealer distribution this company looks forward with confidence to the future.

TRUSSELL MANUFACTURING COMPANY

POUGHKEEPSIE
NEW YORK

PRESS-TO LOOSELEAF BOOKS—FEATHERWEIGHT MEMOS—DIARIES—FOLDERS—
WIRE-O VISIBLE RECORD BOOKS—ZIP-ZIP COVERS—ADDRESS BOOKS—
MY BUDGET—MY FINANCES

Originators of WIRE-O, the perfect wire binding and MULT-O the latest in multiple ring metals.

To answer this ad use QUICKMAIL COUPON No. 59

THE FIFTH AVENUE BUILDING

Familiar to purchasers of stationery and office equipment items is the Fifth Avenue Building, located at 200 Fifth Ave., on Madison Sq., N. Y. With such slogans as their well-known "More Than an Office Building," the building's management has for the past thirty years successfully promoted the Fifth Ave. Bldg. as a buying and administrative center for stationery and allied trades. The present building was erected in 1908 on the location of the old Fifth Avenue Hotel, the site of which had been acquired by the Eno family in 1851.

The late Walter E. Maynard became the building's manager upon its opening in 1909. He was succeeded in 1917 by George Chapman, secretary and treasurer of the Fifth Avenue Building Co. and one of the trustees of the Eno estate. The present year marks the 25th anniversary of Mr. Chapman's management, an effort, in his own words, "to create a first class article so that one customer will tell another about it." In line with this theory of operating a "business hotel" are the men's solarium and gymnasium on the roof, the Aldine luncheon club on the fourteenth floor, and the Fifth Avenue Restaurant on the ground floor. A buyer's guide, listing stationery and allied firms with their products, is issued annually about July 1.

OPA RELEASES "SPECIAL FEATURE" TYPEWRITERS

Release for rationing of a few specially designed new typewriters orderd before March 5 was recently announced by the Office of Price Administration. The machines, numbering 496, are all equipped with features which prevent their ready adaptation to commercial or general use. Their release was authorized under a WPB allocation. Among the machines are check perforating and telephone-toll billing typewriters, those with keys exceeding the normal 42, and a few with unusual type faces or in foreign scripts.

Under OPA regulations, applications may be made only by persons who ordered these machines before March 5, date of the general freezing order. Such applications may be made to local rationing boards, providing applicant is eligible to purchase the machine under the typewriter rationing order. If he is not on the list of eligibles, he must apply by letter, filed in triplicate, to the Washington offices of OPA. All applications, it was pointed out, must establish that the machine could not be generally used, even after small alterations, and that the prospective user has immediate need of the typewriter.

FORWARD MARCH with this NEW

VICTORY DESK

FABRICATED FROM MASONITE AT HALF THE COST OF STEEL

Here is the desk for rapidly expanding, shifting departments in government, defense and commercial offices.

A beautiful, lightweight desk. Looks like steel. Easy to move. Work on it, sit on it, shove it about! Its rigid construction of replaceable parts has no glued joints to dry out—insures long life and serviceability.

Non-spillable drawers slide quietly, easily on center guides. Dust-proofed with sealed pedestals. MASONITE top offers perfect writing surface which will neither mar nor pit. Tilt-top can be supplied at additional cost.

Sizes: 32" x 60"; 32" x 48"; 24" x 48". Colors: Olive green; light grey; dark brown. Shipped semi-knocked down in four completely assembled units.

MASONITE furniture is already in use in many of nation's leading offices.

Send QUICKMAIL COUPON No. 61 now for complete information and prices.

J. F. FRIEDEL CO., 215 WALLACE ST., SYRACUSE, N. Y.

Do YOUR *share!*

WE all recognize the vital part the typewriter is now playing in this war. It is important that all writing machines be put in perfect condition for the Duration. Do your share! Help put the thousands of discarded typewriters in offices and stockrooms back to work! "Wholesale," with the World's largest typewriter rebuilding plant, has offered its facilities to your Dealer. Write for complete information.

Use QUICKMAIL COUPON No 53

THE WHOLESALE TYPEWRITER COMPANY

155 Sixth Avenue **New York, N. Y., U. S. A.**

"The Standard of Quality and Service for Over 65 Years"

SENECA RULERS

For the School and Office Supply Trade

Write for Illustrated Folder "G"

SENECA FALLS RULE & BLOCK CO., INC.

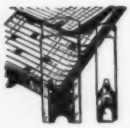
Seneca Falls, N. Y., U. S. A.

Member Manufacturers Division

National Stationers Association
National School Supplies and Equipment Association
Wholesale Stationers Association

Use QUICKMAIL COUPON No 52

Graffco



Every minute saved in vital wartime production brings ultimate victory closer. Almost overnight the present emergency has completely transformed many industries. New products demand new system, new methods require new routine. GRAFFCO products are designed to step up efficiency, smooth system. Present users find they add speed, accuracy and clarity. *Consult your stationer now, or write,* use Quick-mail Coupon #64.

GEORGE B. GRAFF COMPANY

68A Washburn Ave., Cambridge, Mass.

Makers of

CELLUGRAF SIGNALS
NU-VISE SIGNALS
NU-VIZ SIGNALS
MAPTACKS

MACY'S BUYING PROCEDURE

(*Continued from Page* 48)

In general, the program for buying office supplies emphasizes standard merchandise rather than special, out-of-the-ordinary merchandise. Special supplies, when needed, are ordered for the specific department needing them and for that department only, and are charged directly to that department. In many instances, general standard merchandise is furnished the various departments from a reserve supply and charged to the department as ordered. Every order is countersigned by a department manager but must be approved by the Supply Department. The latter may, for any business reason, substitute other merchandise.

The handling of purchases for the office use of the four affiliated stores centers in the New York store. It represents a joint program in that matters of policy are established in the Supply Department in New York, as is the standard itself, but most of the actual orders for this standard merchandise are placed locally by the store needing the supplies. Many made-to-order items are purchased in New York. The teletype is in constant use for verification of orders by the affiliated stores.

The Supply Department operates on a quarterly budget system which is carefully checked each month. Inventory is taken twice a year in all the four stores and this includes the Supply Department stock. All items are listed with units and prices. There are fourteen classifications for stationery items, represented by various record forms.

The Supply Department at the New York store alone has a fifty-member staff. Each of the other three stores employs a smaller number to carry on the less detailed work of the purchasing departments. All research work done in connection with markets, merchandise, etc., is done in New York.

As illustration of the scope of purchases, it might be noted that in the year 1941—the New York store of R. H. Macy & Co., Inc., used 3,000 gross of pencils, 13,000 reams of duplicating machine paper and 10,000 reams of typewriter paper. There were in use 420 typewriters, 363 comptometers, and 135 adding machines and calculators.

NEW STENCIL CHEMISTRY LABORATORIES

Sheldon Goldman Laboratories, 500 S. Sherman St., Chicago, announce the opening of their laboratories devoted exclusively to the study, development, and manufacture of duplicating stencils. To acquaint buyers throughout the country with their products they are issuing a booklet entitled, "What Makes a Stencil?" explaining the chemistry and manufacture of stencils.

TRANSCRIPTION SUPERVISORS MEET

The Transcription Supervisors' Association of New York met in the Hotel Wellington on May 1 to discuss "Office Appliances—Old and New." Members presented papers on various office machines, after which the group discussed the flexibility of use and advantages of these machines. Mrs. Mary C. Trainor, program co-ordinator, presided. Miss Marie E. Jordan, association president, announced contribution of $300 to the War Fund of the Salvation Army for whose benefit the association recently held a bridge and tea at the Waldorf Astoria under the chairmanship of Mrs. Jane Fuller Rowe.

TO GEYER PUBLICATIONS

Hearty Congratulations

ON YOUR

65TH ANNIVERSARY

Together we have served the business consumer for a long time, each supplementing the services of the other. On your 65th Birthday, it is our pledge to you and to American Business that Horder's merchandise and service will always keep abreast of the times.

Our Merchandise Development Department invites correspondence from readers who have ideas for new or improved products and suggestions for substituting or conserving those which are restricted.

WORLD WIDE BRAND

HORDER'S Inc.

9 COMPLETE CHICAGO STORES

All Telephones: FRAnklin 6760

General Offices: 231 S. Jefferson St., Chicago

★

Victory First

PENCIL SHARPENERS HAVE BEEN CURTAILED, BUT WHATEVER WE CAN PRODUCE SHALL BE DISTRIBUTED AS FAIRLY AS POSSIBLE. WHATEVER SACRIFICES WE ARE CALLED ON TO MAKE TOGETHER GAINS SOMETHING TOWARD WINNING—VICTORY FIRST!

C. HOWARD HUNT PEN CO., CAMDEN, N. J.

BOSTON
PENCIL SHARPENERS

The OFFICE VALET

GO AFTER THIS PROFITABLE BUSINESS. Most everywhere defense work is being done in both old or new plants, extra employees and need for extra floor space are creating serious problems for which Valet Racks are the complete answer. They come in any length, fit in anywhere, accommodate 3 persons per sq. ft., reclaim locker-room space for production use and end locker-room evils.

VOGEL-PETERSON CO.
"The Checkroom People"
1818 N. Wolcott Ave.,
Chicago, U. S. A.

Write for Catalog.

For small offices non-tipping costumer Valet provides space for 6 persons—Hats, Coats, Umbrellas, Overshoes.
4 foot Wall unit that fits in anywhere, accommodates 12 employees.

Copy RIGHT COPYHOLDER

The TILTING, TWO LEVER Ball Bearing, Lifetime Copyholder with Unrivaled EQUI-PRESSURE Paper Grip.

FOR MODERN, FRONT-VISION Line for Line Copying . . . . A Necessary Adjunct to Every Typewriter.

SIX MODEL WIDTHS to Meet All Transcribing and Copying Needs.

ASSURES MAXIMUM SPEED and Precision; Saves Eyes, Backache, Time . . . MONEY!

Getting the Job Done!

When time is vital, you can solve YOUR problem by giving each Stenographer - Typist an EXTRA PAIR OF HANDS (CopyRIGHT) to multiply the productivity of diminishing typewriter equipment.

Tired and irritable Typists are no asset to you! Inject perpetual "zip" with this Effort—Error—Eyestrain—Eliminator.

Free Trial? Of course! Buy only based on results as you see them in your own office.

COPY RIGHT MFG. CORPORATION
53 PARK PLACE • NEW YORK

To answer the above ad use QUICKMAIL COUPON No. 43

Guild

Trade Mark Reg. U. S. Pat. Off.

STATIONERY PRODUCTS

Guild Stationery Products cover 60% of the staple items sold in a Commercial Stationery store.

If quality, reliability and service are axioms in the conduct of your business

Guild *is your greatest asset.*

Service to members is without charge.

Will be glad to give you full details.

ESTABLISHED 1922

Stationers' Guild of America

GIRARD TRUST BLDG., PHILADELPHIA

. . . . . Attention Dealers

SATIN FINISH EXECUTIVE *Ribbons*

Meet the maximum expectations of users of silk ribbons.

SATIN FINISH EXECUTIVE Typewriter ribbons were introduced five years ago as successful competition to silk ribbons for sharpness of write as well as maximum durability.

SATIN FINISH EXECUTIVE Ribbons have been successfully sold by enterprising dealers in competition with silk on the basis of *equal sharpness, equal wear, something unknown heretofore with cotton ribbons.*

SATIN FINISH EXECUTIVE will absolutely meet your and your customers' fullest expectations. This ribbon is an outstanding cotton product and as far as we know, there is no similar ribbon on the market.

With the increasing difficulty in securing your requirements on silk, SATIN FINISH EXECUTIVE is YOUR OPPORTUNITY to meet all the demands heretofore supplied by silk ribbons.

"Oldest Exclusive Manufacturers of Typewriter Ribbons and Carbon Paper"

A. P. LITTLE, Inc.

MANUFACTURERS

1888 Factory, Rochester, N. Y. 1942

MANAGES EASTERN SALES FOR WILSON-JONES

Harold Graves, formerly in charge of the Kansas City office of Wilson-Jones Co., has been appointed eastern sales manager of that firm with headquarters in Elizabeth, N. J. Mr. Graves began his business career in 1914 with

HAROLD GRAVES

Irving-Pitt Mfg. Co., and on its consolidation with Wilson-Jones he joined the latter organization. His service record is interrupted only by a two-year interlude with the A.E.F. in World War I in which he served as commissioned officer and was wounded in action. M. S. (Matt) Dimmitt, formerly manager, Middle Central Division, is filling Mr. Graves' Kansas City post.

SCHUBERT REPRESENTING MASHEK LINE

C. J. Schubert Jr. is now representing Frank Mashek & Co. with their complete line of brief cases, catalog cases, salesmen's bags, and ring binders in parts of California, Arizona, and New Mexico. A. C. Appleby who died last Fall, formerly covered this territory. A. M. Hogle is now Mashek representative in West Coast cities, territory formerly handled by C. C. Crist.

NEW G-W SOUTHERN REPRESENTATIVE

R. Lewis Watkins, widely known through his years of experience in the trade, has been appointed Globe-Wernicke district representative for Alabama, Arkansas, Louisiana, Mississippi, and Pensacola, Fla., with headquarters in New Orleans, according to recent announcement by H. C. Anderson, general sales manager. Before joining the Globe-Wernicke organization Mr. Watkins was sales manager for Gaylord Bros., library equipment manufacturers; he also spent several years as branch and regional manager for two large manufacturers of steel office equipment.

STURGIS ADOPTS GROUP INSURANCE PLAN

Sturgis Posture Chair Co., Sturgis, Mich., has established a five-way protection group insurance program for its employees, according to recent announcement by R. C. Huntley, president of the company. Metropolitan Life Insurance Co., New York, underwrites this plan on a co-operative basis whereby employees contribute fixed amounts and the employer bears the balance of the entire net cost.

Employees will be eligible for $1,000 of life insurance and weekly benefits of $10.50, in case of sickness or non-occupational injury. The plan also provides hospital benefits for employees and their dependents ranging up to $4 per day for a maximum of 31 days, and surgical benefits as high as $150. In addition, the plan calls for visiting nurse service and distribution of pamphlets on disease prevention and health conservation.

We've got Your Number . . .

A POINT TO MATCH EVERY OFFICE JOB!

Esterbrook has overcome the big draw-back to fountain pens for general office use! Instead of a few point styles, limited in use, Esterbrook makes 31 Renew-Points . . . each designed for specific work such as bookkeeping, manifolding, record-keeping, shorthand, etc. *And they're low in cost!* Complete Esterbrook Fountain Pens start at only $1. Extra Renew-Points are as little as 25c.

THE ESTERBROOK PEN COMPANY
28 Cooper Street, Camden, N.J.

Esterbrook

15 YEARS OF SERVICE
1927-1942

★ Today—TEMPO Dealers and Users have confidence that they can get supplies, as required. ***NEED WE SAY MORE!***

MILO HARDING COMPANY
435 West Pico Boulevard, Los Angeles
416 Commonwealth Annex, Pittsburgh

Tempo
FILM STENCIL

To answer the above ad send QUICKMAIL COUPON No. 31

CODO CARBON PAPERS

For Distinguished Service to Business

In SUPER-KOTE and TYPOCRAFT Carbon Papers are built all of the most desirable qualities sought by carbon paper buyers. Their qualities are absolute permanency, together with clean, precise, non-smearing copies.

GUARANTEE: Should Codo products not prove satisfactory, purchases will be replaced or payment refunded. Codo Carbon Papers are guaranteed not to deteriorate for 5 years from sale. Records made with Codo Carbon Paper last as long as the paper on which they are made.

CODO MANUFACTURING CORP.

509 South Franklin Street
Chicago

270 Lafayette Street
New York

Factory: Coraopolis, Penna.

To answer this advertisement use QUICKMAIL COUPON No. 55

Unload Your Problems on the Neidich Salesman!

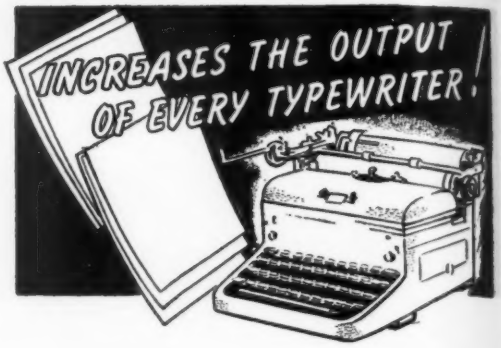
CARBON PAPERS INKED RIBBONS

Our men can help you! Each office, accounting, and recording machine presents a different Carbon Paper and Inked Ribbon problem. Neidich trained field representatives are at your service for machine requirement consultations. They offer you the benefit of our forty years of experience in the production of quality Carbon Papers and Inked Ribbons. No obligations, of course.

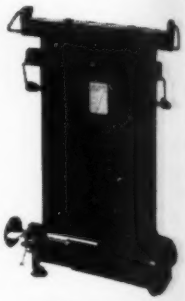
NEIDICH PROCESS

NEW YORK: 117 W. 33rd St.
SAN FRANCISCO: 779 Mission St.
ST. LOUIS: 511 Locust St.
BURLINGTON, N. J.

To answer the above ad use QUICKMAIL COUPON No. 50



GET BEHIND YOUR TYPEWRITER WITH ERROR-NO!



Today production is *the* demand! To increase your transcribing production put an ERROR-No copyholder behind your typewriter. Ask your local dealer to show you the new ERROR-No!

THE DAWN MFG. CORP.
16 Champeney Terr. Rochester, N. Y.

Use QUICKMAIL COUPON No. 35

RUBBER is a very essential product in the conduct of war, therefore the manufacture of all the various rubber products manufactured by the L. M. Bickett Company which were distributed through the office supply and stationery trade has been suspended, and the crude rubber required for these products is now being used entirely in the manufacture of various types of mechanical rubber goods required by the government for wartime purposes.

Purchase and promote the sale of war stamps and bonds and do everything possible to hasten the day when Victory will be proclaimed.

L. M. BICKETT COMPANY

WATERTOWN,
WISCONSIN

Help Uncle Sam . . .
Conserve Materials

Buy the preferred Daco line. Daco products are made to last longer, reducing costs and saving materials.

- Filing Systems
- Printed and Ruled Stock Forms
- Special and N.C.R. Forms
- Filing Folders
- Guides and Indexes
- Bank and Insurance Forms

Write today for illustrated Catalog and Prices.

DACO
THE DACO CARD & INDEX CO
9 FEDERAL COURT · BOSTON, MASS

A NEW

TECHNYGRAPH

QUALITY PRODUCT

A systematic and protective filing method that insures utmost safety for stencils, at low cost.

The Smart Way to FILE STENCILS for Re-run

2 SIZES for 50 and 100 STENCILS

20" long, 10" wide; index page standard on both sizes; production record page for each stencil allows space for complete information.

Covers are of heavy blue leatherette stock; pages numbered; spiral binding enables book to lie flat at all times.

Send Quickmail Coupon No. 72 today for descriptive circulars

Technygraph Co.

TECHNY, ILLINOIS

Mr. FULTON says . . .

Every cloud has a silver lining . . . or something. Tough as times are, we can supply you with DRI-KWIK Stamp Pads . . . the old faithful, best of their kind . . . that stamp better, last longer, give you the maximum ultimate economy. Well, isn't that worth at least a smile!

Fulton SPECIALTY CO.

200 Fifth Avenue, New York City

Factory at Elizabeth, New Jersey

Meet Today's BUSINESS TEMPO with LOOSE LEAF Cesco EQUIPMENT

BETTER RECORDS FOR DEFENSE INDUSTRIES

If you suspect your present records might be improved by the application of newer and more modern methods—investigate the Cesco Line of Record Keeping Equipment.

SEND FOR COMPLETE CATALOG

It illustrates and describes the latest ideas in Pay Roll Records, Inventory and Stock Control "Strip" and Shingled Accounting methods. Use your business stationery or the QUICK-MAIL COUPON NO. 19.

The C. E. SHEPPARD CO.,
44-09 21st Street, - LONG ISLAND CITY, N.Y.

WATCH FOR

Grippit's OXTRONG

SEMI-LIQUID OFFICE PASTE

A DEXTRIN PASTE OF GREAT STRENGTH AND PERMANENCE

BY THE MAKERS OF GRIPPIT
HARRIMAN-WELTS PRODUCTS CO.
200 SUMMER ST · BOSTON

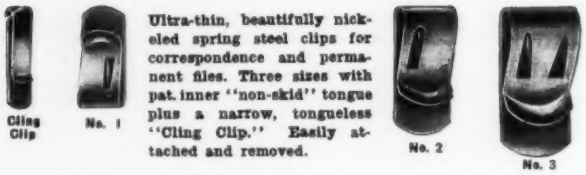
ASK YOUR JOBBER

COOK'S

"BURRO" BRAND

STEEL PAPER CLIPS

FOR ATTACHING LETTER ENCLOSURES



Ultra-thin, beautifully nickeled spring steel clips for correspondence and permanent files. Three sizes with pat. inner "non-skid" tongue plus a narrow, tongueless "Cling Clip." Easily attached and removed.

STAINLESS STEEL FILE SIGNALS

MAKE FACTS EASY TO FIND

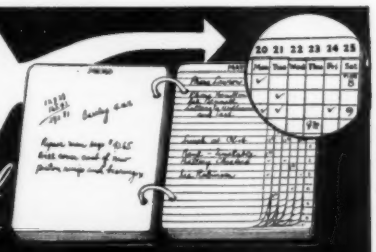
Attached to file cards, ledger sheets, etc., they make any group of facts instantly available. Easily attached, relocated, removed. Can't tarnish in dampest areas. Thin gauge, they add practically no bulk. Types for every need; 12 non-chip colors. Card of samples on request.

Write for circulars, using QUICKMAIL COUPON No. 10

THE H. C. COOK CO., 18 BEAVER ST., ANSONIA, CONN.

EVERY COOK PRODUCT UNCONDITIONALLY GUARANTEED

The Daydex patented Week-at-a-Glance feature permits users to see a week's appointments without turning pages. Models A, D, S.



Sensational New Line of

DAYDEX MEMO CALENDAR & REMINDER PADS

The new Daydex line is more than just a quality memo-calendar pad line. It has INSTANTLY APPEALING patented features that speed and systematize daily routine. Already a proven seller. Nationally advertised. Attractive Xmas boxes.

MODELS A, D, S DAYDEX — For business and professional use. Week-at-a-Glance principle. Model A, black cover, $1.25. Model D, brown Leatherette cover and Model S, hammered silver-type cover, each $1.75.

MODEL R-4 DAYDEX—For professional use. Brown Leatherette binder and 4 tan quarterly books. Week-at-a Glance principle. Sheets provide simplified bookkeeping system, $3.50.

MODEL E DAYDEX—For home and office. One page carries week's appointments. Patented date pointer. Brown and bright metal, $1.25.

Model E →

Place orders for 1943 models NOW, while stocks are complete and deliveries can be made immediately.

Distributors and Stationers—Write for details and discounts.

WILSON MEM INDEX CO.

DEPT. A, 149 CARTER ST., ROCHESTER, N. Y.

PURCHASING AGENTS TO HEAR NELSON, HENDERSON

The National Association of Purchasing Agents, whose membership represents virtually every leading industrial plant in the nation, will open its twenty-seventh annual convention May 25th in New York's Waldorf-Astoria. More than 2,000 purchasing executives are expected to register during the three-day session ending May 27th. Donald M. Nelson, WPB chief, will address the opening session, and Price Administrator Leon Henderson will speak on the third day. Mayor F. H. LaGuardia will welcome the delegates to his city; F. Albert Hayes, purchasing agent of American Hide & Leather Co. of Boston, association president, will preside.

Other speakers listed for the convention include Walter D. Fuller, chairman of the board of the National Association of Manufacturers and president of Curtis Publishing Co.; William T. Roach, plant manager, Hawk-Eye Works, Eastman Kodak Co.; Thomas D. Jolly, director of purchases and chief engineer, Aluminum Company of America; C. L. Warwick, Bureau of Industrial Conservation, WPB; Dr. J. K. Galbraith, deputy administrator of the OPA; David Ginsburg, OPA general counsel; and Paul G. Hoffman, president of Studebaker Corp. Major George Fielding Eliot, special writer for the *New York Herald Tribune* will be the principal speaker at the association's annual dinner on May 26th. Participating in a discussion on Army and Navy procurement policies and procedure will be Edward T. Gushee, U. S. Army procurement; Oakley W. Dexter, U. S. Navy procurement; James MacPherson, lend-lease procurement; William L. James, division of purchases, WPB, and Col. Wayne R. Allen, contract adjustment board, Washington.

CHICAGO OFFICE MANAGERS MEET

Dr. Walter Dill Scott, president emeritus of Northwestern University, delivered one of the principal addresses at the "Office Management during the War" seminar sponsored by the Office Management Association of Chicago at Thorne Hall on Northwestern's Chicago campus April 24-25. The seminar was largely devoted to wartime problems. Other speakers included John R. Fugard, president of the Metropolitan Housing Council of Chicago; C. U. Stapleton, Canadian Pacific Railways; Dr. William R. Spriegel, Northwestern University; Chester A. Creider, Chester A. Creider Associates; Dr. Margaret Bell, University of Michigan; H. Barrett Rogers, Purdue University; and Harvey G. Ellerd, Armour & Co. Myron Hilb of W. A. Alexander & Co. is president of the Chicago office management association.

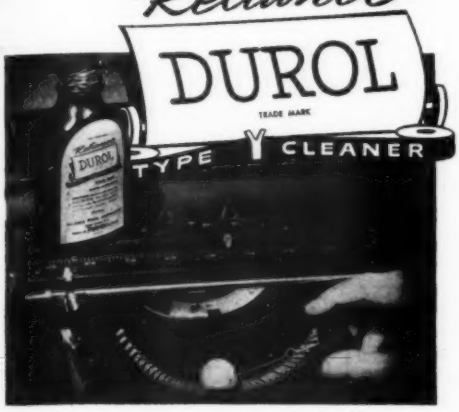
PRESSED WOODS FIND NEW WARTIME USES

Relatively unaffected by shortages of raw materials is Masonite Corp. of Chicago, which is producing more than a million square feet of Presdwoods per day at its main plant in Laurel, Miss. The national drive toward economic self-sufficiency has created a strong demand for products to replace steels, aluminum, rubber, cork and asbestos. Masonite, which manufactures several types of wood-fibre boards, has recently increased the Laurel capacity by 30 per cent and is operating the plant on a 24-hour day basis.

Originally most of Masonite's volume was used by the building trades. Demand for replacement materials has created new trade trends, the company points out, and Presdwoods are now used in U. S. army tanks, signal corps trailers, arsenal shell holders, interior finishes for railroad equipment, streetcars and busses, bar and table tops, advertising displays, office equipment, in the communication field, and for stage and motion picture sets.

YOUR TYPEWRITERS NEED

Reliance



For Clear, Smooth Typing—clean the type and platen on your Typewriters and Office Machines with Reliance DUROL Type Cleaner. Less Fuss . . . Less Muss . . . Less Bother! Cleaner typing means less banging on the keys . . . and that means your office machine will *last longer*.

FREE Ask your stationer for a test sample of DUROL type cleaner or write today using Quickmail Coupon No. 68.

RELIANCE PENCIL CORP.
Manufacturers — Mt. Vernon, N. Y.

Manufacturers of TEMPLAR DUROLead Pencils

HAVING DELIVERY TROUBLES?

CALL
YOUR AMCO DEALER
FOR
QUALITY CARBON AND RIBBONS
or Send QUICKMAIL COUPON No. 65

American Carbon Paper Mfg. Co.
ENNIS Manufacturers TEXAS

LIBRARY PASTE #534

LIQUI-STICK #395

LIQUI-PASTE #825

SAVE
Filing Space With
SANFORD'S
Paste or Mucilage

Save 40 to 60% of Filing Space by fastening papers together with SANFORD'S Paste or Mucilage. Papers cannot become separated or lost . . . and Sanford adhesives are always economical. Delivery can be made at once on all sizes and items.

LIBRARY PASTE • Pure white—sticks permanently in 8 seconds. Never discolors paper nor cloth.

LIQUI-STICK • Transparent and of pure gum. A strong adhesive for heavy papers.

LIQUI-PASTE • A semi-liquid Paste. Particularly adaptable for large surfaces.

MUCILAGES • Rubber top spreaders in two sizes. No. 125—10c No. 128—25c.

No. 381—Quarts Superior Mucilage made from an extra fine gum. For heavier work.

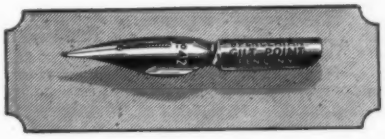
No. 401—Quarts Royal Crown Mucilage—medium heavy.

SANFORD INK CO.
Quality Since 1857
CHICAGO NEW YORK

To answer the above ad use QUICKMAIL COUPON No. 54

I'M ON MY WAY TO BUY SOME MORE SPENCERIAN NO. 42 PENS!

• Everybody likes this Spencerian No. 42 Gilt Dome Pen—because it's the smoothest, easiest writing all-purpose pen. It has eye-appeal, durability, general utility. It's the most popular dome-pointed pen in America—the surest seller you can stock. Maintain adequate stocks of popular Spencerians for quick profits.



No. 42 — Gilt Point. Fine Dome Point, Gilt bowl—gray shank. Semi-flexible.

SPENCERIAN PEN COMPANY
434 Broadway, Dept. D, New York

SINCE 1858
Spencerian
THE NAME FOR WRITING

1909

ANNIVERSARIES ARE IMPORTANT!

. . . because they indicate the continuing success of a sound original idea. To you users of AICO Indexes and AICO-Grip Insertable Index Tabbing goes the credit for enabling us to celebrate this our 33rd Anniversary—33 years of satisfying your need for high grade indexing materials of all kinds. This record establishes us as the world's oldest specialist in Indexing. As the pioneer in index design and manufacture, it was only natural that we should invent the *original tubular edge* insertable index tab, "AICO-Grip." The many advantages of AICO-Grip Insertable Index Tabbing have made it an outstanding favorite of the business world. Anniversaries to come will mark additional years devoted to progress and improvement in producing AICO Products for your indexing needs.

1942

AICO PRODUCTS

AICO-GRIP TABBING
LOOSE-LEAF INDEXES
DESK PADS and ACCESSORIES
SHOP TICKET HOLDERS

Manufactured and Guaranteed by
G. J. AIGNER CO.
503 S. JEFFERSON ST., CHICAGO, ILL.

WORLD'S LEADING MANUFACTURERS OF INDEXES AND INDEX TABBING

EASY — QUICK — ACCURATE —
IT'S CLIX!

THE MODERN PUNCH
That Speeds Office Work

At last—a three hole punch has been created for three ring binder users. Small enough to be used in the hand, it eliminates the use of the bulky office table punch or having to mark off three places and punch one hole at a time. Punches all three (3) holes at one time.

CLIX is priced at $3.25 each at your Stationer.

Send QUICKMAIL COUPON No. 66 for descriptive circular.

NEW ENGLAND
PAPER PUNCH COMPANY
95 Washington Avenue NATICK, MASS.

OFFICE EQUIPMENT EXECUTIVES STEP UP DRIVE FOR GREATER NEW YORK FUND CONTRIBUTIONS

Merrill B. Sands, of Dictaphone Corp., chairman of the Office Equipment Committee of the Greater New York Fund, recently announced that the industry, including firms and employee groups, will considerably increase its contributions to the Fund this year. He stressed the industry's full backing of the campaign conducted on behalf of 400 voluntary welfare and health agencies.

A meeting of the committee was held at the Yale Club, April 13, at which Mr. Sands presided. Committee members present included: Richard Berry, Berry-Dickie-Stettler, Inc.; Roy Stephen, International Business Machine Corp.; Robert S. Fowler, Macey-Fowler, Inc.; Robert B. Gibby, Clark & Gibby; Ralph Hegeman, Desks, Inc.; Ralph W. Muckley, General Fireproofing Co.; S. L. Nathan, Charles S. Nathan, Inc.; John A. Noonan, Kee Lox Mfg. Co.; Walter F. Place, T. G. Sellew; Frank Tupper, Bogert-Ruess & Brown; Moe Turman, Metwood Office Equipment Corp.; G. C. Wheeler, Office Appliance; Herman Whipple, National Cash Register Co.; C. G. Woosley, Yawman & Erbe Mfg. Co., and John A. Zellers, Remington Rand, Inc.

GOODRICH HAS RECLAIMED SPONGE RUBBER

One hundred per cent reclaimed rubber is now being used in blown sponge rubber products, replacing natural crude rubber formerly used, according to B. F. Goodrich Co., Akron, O. Studies by its research staffs have produced practically the same properties in the reclaim type sponge as were present in that made from crude rubber, particularly in the material's compression ability, fundamental property of all sponge rubbers. The new sponge is being manufactured in molded or tubular shapes required for various uses, or in slabs which can be cut into any shape desired.

MONROE EXPANDS ORANGE PLANT

Monroe Calculating Machine Co. has purchased the properties of 504 and 508 Joyce St., Orange, N. J., to expand its plant after demolition of present structures on the plots.

CREDIT IN WAR-TIME

"Credit Problems in a War Economy" is the topic discussed by Roy A. Foulke in the editorial foreword to the 1941 edition of *Fourteen Important Ratios*. Mr. Foulke is manager of the Analytical Report Division of Dun & Bradstreet, 290 Broadway, New York.

The ratios are a five-year study of 72 lines of business activity among 36 divisions of manufacturing, 24 of wholesaling and 12 of retailing. "Credit Problems in a War Economy" is issued by Dun & Bradstreet as a supplement to Foulke's basic study of ratios entitled, "Behind the Scenes of Business."

NEW WATERPROOF FABRIC

Chemists at Hydro-Tex Corp. laboratories in Chicago have developed a new rubber substitute to held solve priority problems. This is Hydro-Tex fabric, impregnated throughout the body of the material with a secret process containing no rubber but making it impervious to water action on both sides. The treatment is permanent, the firm points out, and cannot be removed. Hydro-Tex fabric is soft and pliable, washable in soap and water, will not curl, crack, or peel, and resists oil, uric acid, and other chemicals. The corporation, which manufactures yard goods for a variety of uses at 564 W. Adams St., Chicago, has a showroom in the Merchandise Mart and will produce Hydro-Tex Fabrics to order.

SHIPPING
PACKAGING
INSTRUCTION
PRODUCTION
SPECIALTY
ADVERTISING

There Must be a Reason Why Ever Ready Creates and Prints More Labels Than Any Other Company in America!

LABELS

Of every kind and any kind. Gummed and ungummed. In Ever Ready specialty time-saving rolls or cut single. Printed in one or many colors on white or colored paper. Embossed. Square or die cut.

LABELS
Printed in red or blue ink on white gummed stock. In rolls. Your copy or arrangement. This is actual size.
5000 for $3.00
HOLDER 25¢ ADDITIONAL

Send today for FREE catalog of 528 label ideas.

★

EVER READY'S GUARANTEE
"Your money serves us only to the extent our labels serve you"

EVER READY LABEL CORP.
157 East 26th Street • New York, N. Y.

To answer the above ad use QUICKMAIL COUPON No. 69

TRADE MARK REG. U.S. PAT. OFFICE.

NUACE MOUNTING CORNERS

Smart and Thrifty!

That's what you'll be when you start using NuAce Mounting Corners in your business. These popular corners are not only handy, neat, economical and practical but they safeguard your possessions against loss or damage. Yet articles can be easily removed or replaced.

Regular, Junior and Senior sizes. In Black, White, Green, Red, Gray, Sepia, Ivory, Gold and Silver. Also in a crystal-clear Transparent style.

Call your dealer or send QUICKMAIL COUPON No. 29 today for information and samples of NuAce Corners.

ACE ART CO.
25 Gould Street Reading, Mass.

No. 544

The Bag without a Sag

It has individual character plus a **Steel Backbone** that discriminating Executives and Salesmen demand.

MASHEK Cases are recognized as TOPS in fine quality, in workmanship and unique features. They stand up under hard usage—serve longer and always reflect distinction.

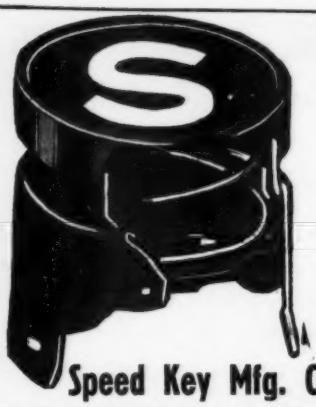
FRANK MASHEK & CO.
CHICAGO

"If it's made with leather, MASHEK makes it better."
New York Office: HAROLD ATWOOD, 280 Broadway

FOR THE STATIONER'S COUNTER

This silent salesman demonstrates 15 sizes of 1¼ inch expanding wallets. The uprights are equipped with tracks, into which numbers and prices per unit are inserted. On the back of cabinet is illustrated every other type of wallet made in the flat and expanding heavy duty envelope industry. This cabinet is furnished free to our customers. In demand by leading stationers.

FEDERAL FILE ENVELOPE CO.
Boston 7 Federal Court Mass.



NON-RUBBER Typewriter Keys

•

The SPRING'S the THING!

•

MASTER SPEED KEYS

•

Speed Key Mfg. Co. 323 Columbus Place Brooklyn, New York

To answer the above ad use QUICKMAIL COUPON No. 70

No. 170—5"—1/8" Slot

BERNARD

TRADE MARK REG.

BERNARD MASTER "CUTTER" PUNCH

A light efficient punch used in conjunction with flat double pointed paper fasteners. It easily cuts 1/8" slots in sheets of paper for the insertion of fasteners. We also make a No. 172 punch to cut 1/4" slots.

Every office should have one of these most convenient tools that last for many years of service. All dealers have them.

Use QUICKMAIL COUPON No. 8

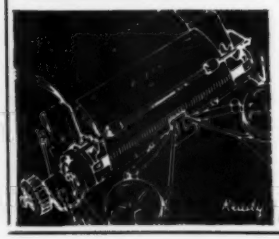
THE WM. SCHOLLHORN CO.

New Haven Connecticut

TYPEWRITERS DO DOUBLE DUTY

As Continuous Form Writers

WITH DUPLI-TYPER



Due to Priorities and equipment restrictions more firms are using their typewriters for regular typing and—with DUPLI-TYPER—for continuous form writing.

DUPLI-TYPER lowers production costs — has no waste motions — eliminates carbon paper. Makes two to five INKED copies.

JUST TYPE

ROLL FORWARD

TEAR OFF

Write for full information

DUPLI-TYPER CO.

458 FOURTH AVE., NEW YORK CITY

Miniature

BOXING GLOVES

Among the hundred uses as gifts or party favors, these cute 3-inch "mitts" are a happy thought for a gift to the newborn child.

EACH PAIR IN A BOX **$4.80** PER DOZ. PAIR

This is only one of thousands of fast selling numbers displayed in our New York showroom and shown in our new catalog. Write for your free copy today.

B. Shackman & Co. 34th St. at MADISON AVE. NEW YORK CITY *Est.* 1898

Sitting Pretty!

YES, INDEED, DEALERS ARE SITTING PRETTY SELLING MUCH - IN - DEMAND GENUINE

FAIR *Foam-Rubber*

SEAT CUSHIONS

Despite drastic rubber shortages, FAIR is *still* amply stocked with quality Foam-Rubber Seat Cushions—a bear for wear and available in colors to harmonize with distinctive offices. Obviously, the supply can't last forever. Immediate action is advised. Write, wire or telephone for details.

FAIR FURNITURE COMPANY

NEWARK, NEW JERSEY

Sturgis

POSTURE CHAIRS

/

Smart-Comfortable-Modern

Manufactured by

STURGIS POSTURE CHAIR COMPANY

STURGIS, MICHIGAN

HEYER *Quality*

GELATIN ROLLS & FILMS

FOR HEYER, DITTO, VIVID, STANDARD, Etc.

Always Satisfy!

WRITE FOR PRICES

THE HEYER CORPORATION · CHICAGO

PATENTED

FEB. 17, 1920 JAN. 11, 1921

NOV. 6, 1923

This ring is made in eight sizes and we give inside measurements

No. 00, 3/4"	No. 2, 1 3/8"
No. 0, 7/8"	No. 3, 2"
No. 01, 1"	No. 4, 2 3/8"
No. 1, 1 1/8"	No. 6, 3"

Sizes No. 00-0-01-1-2 packed, 100 in a box
Size No. 3 packed, 25 or 50 in a box
Sizes No. 4-6 packed, 10 in a box

The

ADAMS

***Ideal* BOOK RING**

THAT FLATTENED JOINT is there for a purpose—to keep the ring always right side up. No need to hunt and fumble to find the place where the ring opens, if it's an Adams ring. Here is the simplest, quickest-operating and most satisfactory ring ever invented for perforated sheets or binders of all sorts. Allows binder or sheets to lie flat when open at any point. The enlarged joint, nicely rounded and smoothed, keeps ring right side up in position to be instanly unlocked.

We also manufacture inexpensive loose leaf metals.

Henry T. Adams Mfg. Co. 8561 So. Chicago Ave. Chicago, Illinois

To answer the above ad use QUICKMAIL COUPON No. 21

GENERAL'S
Carbo Weld
BRANDS

are assisting in America's defense and offense, in addition to filling normal requirements of distributors.

BUY

KIM-BER-LY COLORED
KIM-BER-LY DRAWING
and SEMI-HEX

GENERAL PENCIL COMPANY

JERSEY CITY **NEW JERSEY**

MAKERS OF FINE QUALITY PENCILS FOR 3 GENERATIONS.

LEARN THE *Truth* ABOUT **DICTATING CYLINDERS** *revealed* in this INTERESTING *free* BOOKLET

reporting the results of a series of impartial TESTS

Delve into this fascinating booklet . . . it takes you behind the scenes of one of the World's largest laboratories in the midst of a series of scientific tests. Tests that blasted to bits many notions about Dictating Cylinders. Tells you how to select your Cylinders. Send for your copy NOW!

STANDARD RECORD COMPANY

104-114 South Fourth Street Brooklyn, N. Y.

To answer this ad use QUICKMAIL COUPON No. 28

★ ★

CASH IN on the Sweeping Demand for

SERVICE FLAGS

Business houses, offices, lodges, churches, and homes are honoring their men with the armed forces by displaying the official World War II Service Flag. One star for each man in service.

HANDSOME PROFITS FOR YOU

Office supply houses are making splendid profits supplying this demand. Sales are so fast many are reordering from us three times a week, in volume.

SEND FOR FACTORY CATALOG

and dealer prices, completely illustrated. Service flags furnished in all standard sizes—also special sizes made to order for large institutions. This will be a big profit maker for you throughout the war. Get started NOW. Send for catalog today.

REGALIA MFG. CO.

Dept. T Rock Island, Ill.

★ ★

The quality line that has consumer appeal.

- DRAFTING KITS
- PROTRACTORS
- TRACING PAPERS
- LETTERING GUIDES
- ERASING SHIELDS
- T-SQUARES
- TRIANGLES
- DRAFTING TABLES
- STRAIGHT EDGES
- SANDPAPER PENCIL POINTERS
- INK-OUT
- ADHESIVES
- TYPEWRITER CLEANERS
- TYPEWRITER OIL
- TYPEWRITER KITS

Prices and delivery dates on the above items will be gladly given upon request.

CARDINELL CORPORATION

MONTCLAIR NEW JERSEY, U. S. A.

To answer the above ad use QUICKMAIL COUPON No. 46

OFFICE MACHINE FACTS

- Six Stories Of Office Machines
- "One Source Buying"
- Low Prices . . . Best Values
- All Machines Guaranteed

Send for GIANT NEW FREE CATALOG listing hundreds of office machine buys.

SAVE ON

Addressograph	Adding Machines
Elliott	Calculators
Mimeograph	Comptometers
Multigraph	Check Writers
Sealing Machines	Dictaphones
Folding Machines	Bookkeeping Machines
Mailing Machines	Kardex, etc.

The National Exhibit of Office Machines

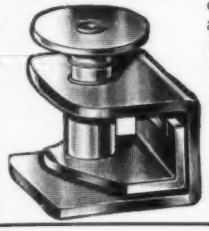
MAILERS SERVICE & EQUIPMENT CO.

38-40 W. 15th St. (Mailers Bldg.), Dept. G6 New York City

Cable: MAILSERV, N. Y.

PRESTO PERSONAL PAPER PUNCH

Instantly makes lasting ring binder pages of precious papers, photos, etc., for daily use or abiding memories. Organizes work—saves time. A handy helper for secretaries, salesmen, soldiers, sailors, and students. Punches ¼" hole. Write for liberal discounts.



Every Desk Worker Needs a PRESTO Personal Paper Punch. Use QUICKMAIL COUPON No. 18.

10c

Metal Specialties Mfg. Co.

3206 Carrol Ave., Chicago, Ill.

HONOR YOUR MEN IN THE SERVICE WITH A PLAQUE

Popular everywhere, our handsome Victory Honor Rolls boost morale, attract publicity. No Priority is needed.

NOW AVAILABLE

Our new alloy that looks just like solid bronze. You can also have it in Silver, Gold and other finishes.

Costs Are Modest

Send for Gravure Catalog and Free Full Size Preview Drawing.

UNITED STATES BRONZE SIGN CO., Inc. 568 Broadway New York, N. Y.

AIRMAIL PAPERS ☆ ☆ AIRMAIL ENVELOPES

Lightweight papers for many copies.
Airmail papers to save money on postage.

★

Write Dept. G for samples.

THE LAFAYETTE COMPANY

120 Greenwich St. New York, N. Y.

Barclay 7-7160

ROYAL INDEX TAB CO.

MANUFACTURERS OF:

Royal Transparent Index Tabs—8 Solid Colors, 3 Sizes ½ ⅜ ¼ and Special ¾ Tab.—Looseleaf and Post Binder Index Sets (all sizes) with Leather or Celluloided Tabs—Index Card Guides (all sizes) Looseleaf Sheet Protectors (all sizes)—Transparent Celluloid Envelopes (all sizes) Celluloiding—Tabbing—Printing—Punching Round Cornering on Special Work—Binders:—Standard and Special Sizes—A1 Workmanship & Materials used in our Products.

SAMPLES AND PRICES ON REQUEST

62 Cooper Square New York, N. Y.

Satisfaction Assured With "FAWN" *Stencils*

Cellulose and Non-Cellulose Stencils of the finest materials priced to meet your requirements. A complete line of better grade stencils and duplicator supplies in stock. Standardize on FAWN — the name which guarantees quality and service.

Write for samples and prices—NOW!

FAWN BRANDS, LTD.

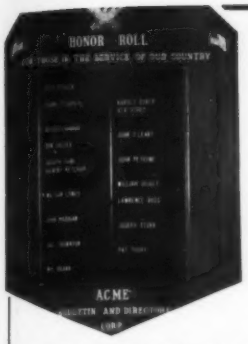
38 East 21st Street New York, N. Y.

For QUICK *Communication*

Use the ready-made QUICK-MAIL Reply Coupons Following Page 36 of this issue.

It takes only **1** minute plus **1c** to make an inquiry!

CEL-U-DEX CORP. • 1 MAIN ST. • BROOKLYN, N. Y.



HONOR YOUR EMPLOYEES IN THE ARMED FORCES

An "ACME" Roll of Honor Placque is a fitting tribute to them. Names are listed on embossed strips or individual changeable letters. We manufacture from a 10 name placque to 3000 names. Send for illustrated folder giving full details.

ACME BULLETIN & DIRECTORY BOARD CORP.
37 East 12th St., New York

Established 1922

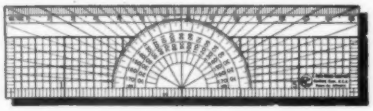
MULTIGRAPH TYPE

Modern Type Faces
Carried in stock for immediate shipment

Send for a free 40 page CATALOG

SHOWING: 10 pt. Stymie Light & 10 pt. Stymie Medium Printer's type for use in the Flexo-type setter.

Multigraphers Composing Co., Inc.
638 S. Federal Street Chicago, Illinois
Wabash 1970-1



ALL OUT FOR VICTORY!

Our time-saving devices for pilots, students, teachers, prime and sub contractors are performing an important job in Uncle Sam's vital war effort, on land, on sea, and in the air. Co-ordinate Squares—Calibrated Triangles—Compass, Semi-circular and Circular Protractors—Chemistry Stencils—Distance Rulers.

Write for catalogue and price list.

C-THRU RULER COMPANY
Hartford, Conn.

SPELLED W-R-I-T-E! PRICED R-I-G-H-T!

Carbon Papers and Inked Ribbons

For clean, clear impressions—long service—economy in use—you can't buy better carbon papers and inked ribbons!

Guaranteed consistent quality and uniformity.

Send Today for Free Samples and Attractive Prices.

Use Quickmail Coupon No. 39

WRITE INCORPORATED
420 Lexington Ave., New York, N. Y. • Factory: Bridgeport, Conn.

WHEN NEW MAPS OF THE WORLD

EUROPE—ASIA—AFRICA ARE POSSIBLE, THE

AMERICAN MAP COMPANY, INC.

ORIGINATORS AND SOLE MANUFACTURERS

CLEARTYPE MAPS

TRADE MARK REGISTERED

WILL MAKE AND PUBLISH THEM

NOW, AS THEN—MAPS OF EVERYWHERE FOR ALL PURPOSES

Samples and catalog on request

16 East 42nd Street New York

FOR FAST SERVICE Use QUICKMAIL COUPON No 34

That's the UNIVERSAL SERVICE from their large stock of Visible Record Equipment and other business equipment such as

Calculators, Comptometers, Addressographs, Multigraphs, Dictating Machines, Mimeographs, and Office Machines.

UNIVERSAL OFFICE EQUIPMENT CO., INC.

561 BROADWAY NEW YORK CITY
"The House That Confidence Built"
Cable "Uniquip"—New York

HOURS MEAN VICTORY

The present emergency demands greater production in less time than was ever previously thought possible. DICTAPHONES and EDIPHONES can increase production by saving time. We have the largest stock available.

Write for price list and catalog

LARGEST STOCK
HIGHEST QUALITY

American Dictating Machine Co., Inc.
235 Fifth Ave., New York City

This Name—This Package

Guarantee Finest Quality

RITE-RITE MFG. CO. • DOWNERS GROVE, ILL.
SUBSIDIARY OF JOSEPH DIXON CRUCIBLE COMPANY

INDEX TO ADVERTISERS

A

Page

Ace Art Co. 75
Ace Fastener Corp. 13
Acme Bulletin and Directory Board Corp. 79
Acme Visible Record, Inc. 17
Adams Mfg. Co., Henry T. 76
Aigner Co., G. J. 74
American Carbon Paper Mfg. Co. 73
American Dist. Mach. Co., Inc. 79
American Lead Pencil Co. 31
American Map Co. 79
Art Steel Sales Corp. 14

B

Bandes & Co., Inc., Julius 12
Barkley & Co., C. L. 25
Bickett Co., L. M. 70
Blaisdell Pencil Co. 16
Boorum & Pease Co. 23

C

Cel-U-Dex Corp. 78
Cardinell Corp. 77
Carter's Ink Co., The 60-61
Codo Mfg. Corp. 69
Columbia Ribbon & Carbon Mfg. Co. Inc. 3
Cook Co., H. C. 72
Copy Right Mfg. Co. 67
C-Thru Ruler Co. 79

D

Daco Card & Index Co. 70
Dawn Mfg. Co. 70
Dennison Mfg. Co. 24
Dixon Crucible Co., Joseph 5
Dow Chemical Co. 4
Dupli-Typer Co. 76

E

Eagle Pencil Co. 19-20
Esterbrook Pen Co. 69
Ever Ready Label Corp. 75

F

Faber Pencil Co., Eberhard 33
Fair Furniture Co. 76
Fawn Brands, Ltd. 78
Federal File Envelope Co. 75
Fifth Ave. Bldg. 27
Friedel Co., J. F. 64
Fulton Specialty Co. 71

G

Page

General Fireproofing Co. 35
General Pencil Co. 77
Globe-Wernicke Co. 26
Graff Co., George B. 66
Gregory Fount-O-Ink Co. 30

H

Harriman-Welts Products Co. 71
Hano Co., Inc., Philip 24
Harding Co., Milo 69
Heyer Corp. 76
Higgins Ink Co., Inc. 7
Horder's, Inc. 67
Hotchkiss Sales Co. 15
Hunt Pen Co., C. Howard 67

K

Kahn, Inc., David 25
Koh-I-Noor Pencil Co., Inc. 26

L

Lafayette Co. 78
Little, Inc., A. P. 68

M

Mailer's Service & Equip. Co., Inc. 78
Mashek & Co., Frank 75
Mastercraft Loose Leaf Div. 30
May Co., J. L. 22
Melind Co., Inc., Louis ..... 2nd Cover
Metal Specialties Mfg. Co. 78
Mittag & Volger, Inc. 6
Moore Push-Pin Co. 69
Multigraph Composing Co., Inc. 79

N

New England Paper Punch Co. 74
Neidich Process Co. 70
Norma Multikolor 11

O

Old Town Ribbon & Carbon Co., Inc. 59
Oxford Filing Supply Co. 10

Q

Quality Park Envelope Co. 58

R

Reliance Pencil Corp. 73

Page

Regalia Mfg. Co. 77
Ripnen Co., Inc., Kenneth H. 28
Rite-Rite Mfg. Co. 79
Royal Index Tab Co. 78
Royal Typewriter Co., Inc. 32

S

Sanford Ink Co. 73
Schollhorn Co., Wm. 76
Security Steel Equipment Co. 21
Seneca Falls Rule & Block Co., Inc. 65
Shackman Co., B. 76
Sheaffer Pen Co., W. A. 57
Sheppard Co., C. E. 71
Speed Key Mfg. Co. 76
Spencerian Pen Co. 73
Staedtler, Inc., J. S. 62
Standard Record Co. 77
Sturgis Posture Chair Co. 76
Stationers Guild of America 68
Stationers Specialty Corp. 63
Swan Pencil Co., Inc. 22

T

Technygraph 71
Trussell Mfg. Co. 63

U

U. S. Bronze Sign Co., Inc. 78
Underwood Elliott Fisher Co. ..... 4th Cover
Universal Office Equipment Co., Inc. 79

V

Victor Safe & Equipment Co., Inc. 8, 9
Vogel-Peterson Co., Inc. 67

W

Webster Co., F. S. 34
Wholesale Typewriter Co. 65
Wilson-Jones Co. ..... 3rd Cover
Wilson MemIndex Co. 72
Write, Inc. 78
War Bonds & Stamps 18

Y

Yawman & Erbe Mfg. Co. 29

Z

Zephyr American Corp. 12

RING BOOK SHEETS REENFORCED HINGE

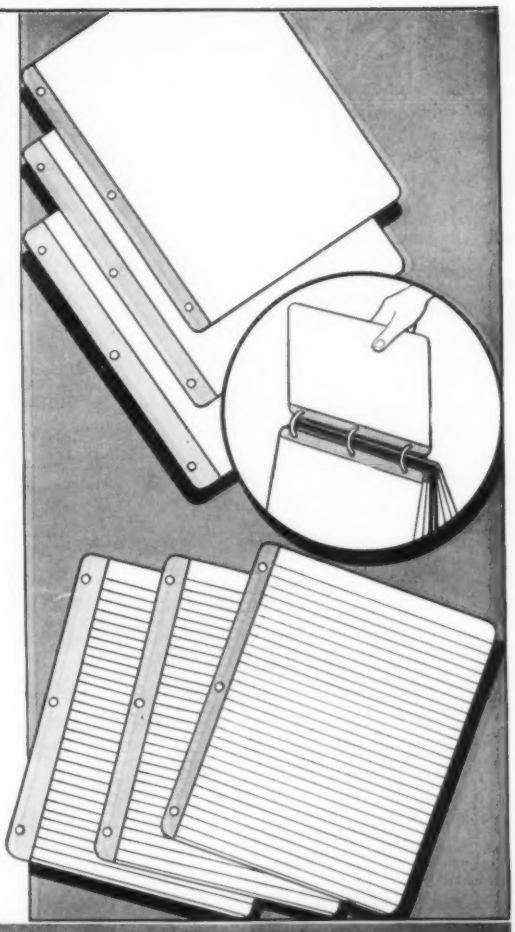
For Permanent Records . . .

Subject to Frequent Handling

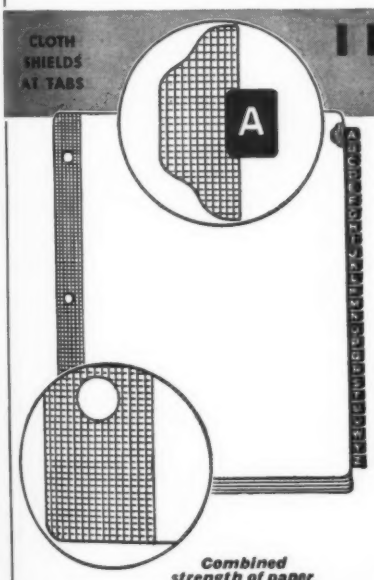
Cloth strip reenforcement at hinge multiplies strength of sheets many times. Avoids tearing of sheets at punchings and the need of patching with eyelet reenforcements. Bulk is approximately half that of sheets reenforced with cloth eyelets.

Reenforcing strips are in three widths, attached to sheets in staggered order to avoid bulk. Automatic machine production assures uniformity and neatness.

Sheets are of fine quality Bond Paper, substance 20, plain or faint ruled. Available in full range of sizes.



INDEXES - REENFORCED HINGE and TAB



Combined strength of paper and cloth at hinge

For Permanent Records . . .

Subject to Frequent Handling

Cloth reenforcement over the paper combines the strength of cloth and paper at the hinge. Avoids tearing at punchings and saves replacements. Cloth shield reenforcement over the index tabs gives permanence—withstands hard frequent use.

Tabs are of black leather, A to Z letters hot stamped, both sides, with pure gold. Paper is Buff Peerless Ledger 32 substance, rounded four corners.

MAIL COUPON FOR CIRCULAR SHOWING LIST PRICES

WILSON JONES CO.
G.O.E. 5-42 **CHICAGO, ILL.**

Please mail circular on Reenforced Sheets.

Name.....

Company.....

Address.....

City and State.....

Our Dealer is:.....

WILSON JONES CO.

ELIZABETH CHICAGO NEW YORK

The Shadow of WAR!

SERVICE has always been part of your business. Today it is a bigger part...and will be more and more important as the months go by.

Present conditions put a *premium* on the conservation of every typewriter and business machine.

So, it is up to all of us. On our shoulders the obligation falls. You can be sure there has never been a time when our customers needed us so much.

But there is a bright side, too. War conditions, fortunately, don't last forever and the service work we do *today* will build good will and stronger ties with customers of *tomorrow*.

UNDERWOOD ELLIOTT FISHER COMPANY

ONE PARK AVENUE, NEW YORK, N. Y.